

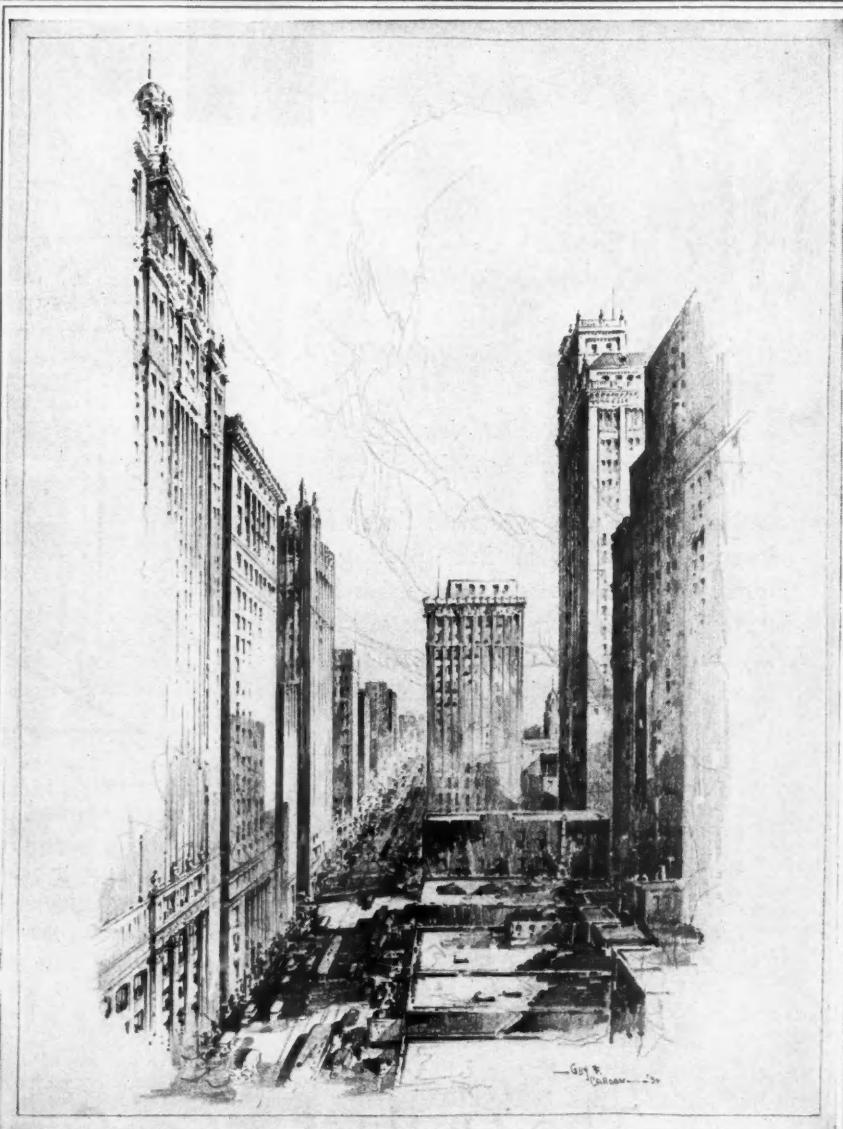
The DALLAS MAGAZINE

Official Publication of the
Dallas Chamber of Commerce

« APRIL 1932 »

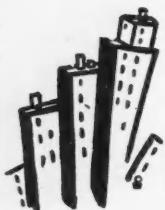
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No. 1 of a series of Dallas scenes, sketched by Guy F. Cahoon, Dallas artist; others of the series will appear on the cover of subsequent issues. This month shows the famous Main Street "canyon" looking eastward at Akard Street.

SIX Field Lines of Heat-and-Cold



DALLAS gas is just as efficient at the cooling business as it is at heating; it runs the cottage refrigerator as smoothly as it operates a factory.

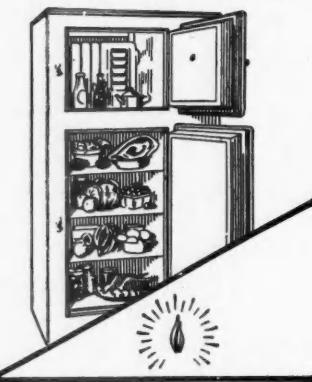
Have you seen the Electrolux Gas Refrigerators on display in our Building?

Dallas homes, with SIX field lines of this inexpensive, adaptable heat pouring into town, have the same gas luxury that industry enjoys. The same heat that serves the skyscraper runs those ingenious Floor Furnaces, for instance, in hundreds and hundreds of homes here.

Floor Furnace swings beneath the floor and vents out the flue. Simple installation.



A tiny gas flame keeps food fresh



The Electrolux is the SILENT automatic refrigerator; and a penny's worth of Dallas gas plus a trickle of water will keep it cold, with plenty of ice cubes, for 8 to 10 hours.

Dependable, steady food protection every minute the year around.

LONE STAR
The Dallas  Gas Company
GAS SYSTEM

"You Get Service and Savings on Quality Goods"

Says

Bentley Young

Dallas Divisional Manager
National Casket Company, Inc.

The National Casket Company buys in Dallas not only because we live and do business here—but also because we have found that it pays us to do so. Prices are as good or better on almost every item. You get things when you want them. The quality is high.

We have found that you get service and savings on quality goods by buying right here at home. Purchases are made in Dallas not only when local offerings are better than others—but when they are the equivalent. We live here. We depend upon the people of Dallas and the Southwest. To them then we give all possible business in their line.



The buying habit of retail merchants of today is ordering in small units and replenishing their stocks more frequently. This policy affords quick turnover of new merchandise, eliminating the tying up of idle funds in unsold *goods on the shelf*.

Branch firms can follow this practice to the same advantage. You will find that buying moderately from Dallas Stationers and Office Supply Dealers, equipment and supplies as you need them, is far more satisfactory than supplying your needs from *goods on the shelf* of a central purchasing department.

Dallas Stationers supply merchandise for a wide range of industries. This wide spread in customers guarantees that you will be given advantage of an unbelievable variety of supplies, bought at favorable prices and merchandised so carefully as to afford you the greatest amount of value for the money spent. Suggest to your home office that they cut down overhead costs by eliminating excessive office supplies on hand. Take advantage of your local source of supply ready for immediate delivery on command. You too will find "you get service and savings on quality goods."

The More You Buy in
Dallas The More Dallas
Can Buy From You

The Dallas Stationers and Office Equipment Company

STEWART OFFICE SUPPLY CO.
DALLAS OFFICE SUPPLY CO.
BENNETT PRINTING CO.

CLARKE AND COURTS
VANCE K. MILLER CO.

PARKER BROTHERS, INC.
THE DORSEY COMPANY
ASKEW COMPANY

Irrefutable Facts

The cold eye of investigation has been focused on the Slendress Laboratories Company of Dallas, manufacturers of "Slendress". . . the new reducing cream. The findings of the following concerns are a matter of record

LEADING DALLAS BANKS
Finance and Responsibility

FEDERAL TRADES COMMISSION
Compliance with Federal Statutes

LANDON C. MOORE
Nationally Known Chemist
Chemical Content

A. HARRIS & COMPANY
Local Sales Possibility

CHARLES BENNETT MILLS
Hope-Mills Advertising Agency
National Sales Possibilities

This new Dallas institution measures up to the high standards set by the above concerns. Such being a fact, they are entitled to the full confidence of the people who are interested in a sound royalty investment.

FOR DETAILED INFORMATION . . . CALL CHARLES BENNETT MILLS
of the HOPE-MILLS ADVERTISING AGENCY . . . TELEPHONE 2-4439



MODERNIZE » »

**Up-to-Date Buildings Not Only
Look Better, But Rent and Sell Easier**

Firms Cooperating in This Campaign

Abstracts

Stewart Title Guaranty Co.
1221 Main Street—2-8491

Architects

E. C. Smith & Sons
513 Construction Building—2-5504

Brick and Roofing Tile

Fraser Brick Company
Central Bank Building—2-1414

Cement

Lone Star Cement Co. Texas
1401 Santa Fe Building—2-1486

Concrete and Building Materials

Penniman Concrete & Mat. Co.
3000 Junius Street—3-2121

Flowers, Decorating,

Landscaping

Lang Floral & Nursery Co.
1214 Main Street—2-2484

Home Furnishings

Hart Furniture Company
1933 Elm Street—7-3056

Insurance

A. C. Prendergast & Company
Agent—Travelers Insurance Co.
Republic Bank Building—7-8261

Loans

J. W. Lindsley & Company
1209 Main Street—2-4366

Lumber

Griffiths & Company
918 S. Lamar Street—7-3153

Robinson-Brewington Lbr. Co.
2021 McKinney Avenue—2-9021

Temple Lumber Company
2508 S. Harwood—4-5191

Plumbing Fixtures and Supplies

Standard Sanitary Mfg. Co.
1200 Jackson Street—2-6466

Real Estate

J. W. Lindsley & Company
1209 Main Street—2-4366

Structural Steel

Mosher Steel & Machinery Co.
5209 Maple Avenue—5-2161

Title Insurance

Stewart Title Guaranty Co.
1221 Main Street—2-8491

Utilities

Dallas Power & Light Company

A large owner of Dallas rental property, both residential and business, made a statement not long ago which is of timely significance. In part he said:

"I rarely ever have vacancies in any of my rent property. I attribute this chiefly to one factor: all my buildings are modern. They are not all new, but they are all newly repaired, decorated and landscaped. My oldest buildings have been remodeled completely, and every convenience installed. As a consequence, tenants never move because they occupy old-fashioned dwellings or stores."

With a national campaign now being conducted in the interest of unemployment, that statement has a double significance. The remodeling and repairing of old buildings not only speeds employment, but also returns a cash dividend to the owner in steady rentals, if not actually, increased rentals. Modern buildings rent and sell easier than obsolete or delapidated ones . . . a simple truth too often overlooked.

The firms cooperating in this campaign can assist you in rebuilding and refurnishing your old-fashioned property. Consult with them and learn how much you can improve at a cost in keeping with 1932 low prices.

**Build While Construction
Costs Are Low**

Fortified By » » » AMPLE EXPERIENCE



AS conditions change...as new financial problems arise . . . there is only one safe, sure guide to follow. And that is the experience of other years and the conservative common-sense it has bred.

You will enjoy the convenience, the courtesy, the tried and experienced efficiency of this bank. We cordially invite you to open an account with us.



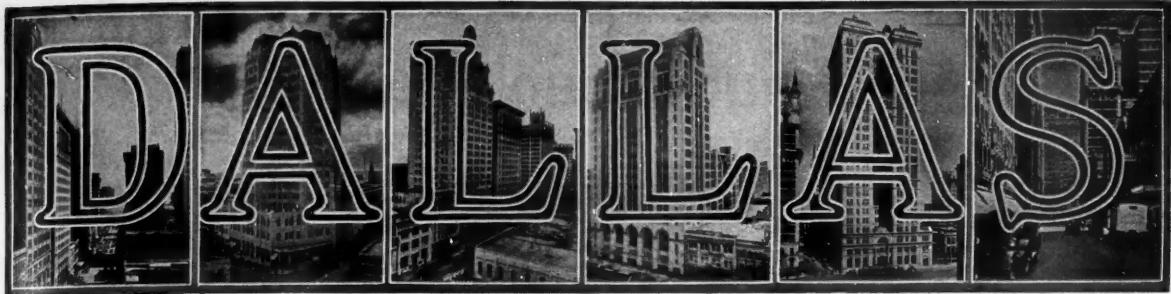
Resources Over Twelve Million Dollars

DALLAS BANK & TRUST CO.

ESTABLISHED



1903



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 11

APRIL, 1932

Number 4

The Retailer's Place in Dallas

Shopping Center of the Southwest
Gains National Recognition

By HAROLD M. YOUNG

THE Dallas retailer has justification for pride in the position of Dallas in retail distribution as compared with other major marketing centers of the United States. Prior to 1930 none of us knew the relative ranking and importance of our larger cities, but the Census of Distribution has brought us out of the realm of guessing and we now know the standing of these population centers in retail, wholesale and manufacturing activity. Our chief concern at this time is the position of Dallas among her sister cities in retail trade.

During the year 1930 the Census of Distribution, the first of its kind, was undertaken and the figures collected were for the year 1929. Although the years 1930 and 1931 were not as good business years as was 1929, the relative standing of the cities on a percentage basis probably has not materially changed.

In 1929 Dallas, with 3,475 retail stores, enjoyed retail business to the amount of \$181,234,364. These stores employed 17,594 full-time employees who received in salaries and wages \$22,971,117. The net retail sales of these stores enabled Dallas to occupy the position of twenty-third largest retail market in the nation although her population ranking is thirty-third. Initiative, resourcefulness and aggressive merchandising on the part of Dallas merchants enable the city to climb to a position ten higher in the list above her population ranking. Other favorable factors, such as the fact that the city is a wholesale market, transportation center, and one in which industrial activity is being accelerated, must be taken into consideration.

Another fact which makes Dallas stand out as a retail market of note is her

standing on a per capita retail sales basis. Out of 93 cities having in population 100,000 or more people, all of whom are potential consumers, the City of Dallas occupies fourteenth position, which is 19 above her population ranking. But, although significant, that is not all. We gaze into the crystal (the Census of Distribution) again and lo and behold, we find that in per capita sales for this group of 100,000 cities there is not a single southern city that exceeds Dallas. Further, Dallas is the youngest member of the first 33 cities in population ranking in the United States.

In salaries and wages alone these retail establishments doing a business of a little more than \$181,000,000 contribute almost \$23,000,000 to the spendable income of the city. In comparison, the wholesale houses doing a business of almost \$736,000,000 contributed to the spendable income through salaries and wages less than \$25,000,000 and the manufacturers in the same manner contributed less than \$14,000,000 to the spendable income while turning out products valued at approximately \$143,000,000.

Total salaries and wages of the three groups (retail, wholesale and manufacturing), amounted to \$61,141,652, of which the retail group accounted for 37.6 per cent, the wholesale group 40.1 per cent and the manufacturing group 22.3 per cent. Of course, the spendable income for Dallas is much greater than the salaries and wages for these three groups and the respective importance of the purchasing power held by the employees of each. Dallas has every reason for continued growth and the far-visioned retailers, in every improvement they make and every bit of money that they spend, are betting

on the future of the city and planning for that future.

While, of course, the greater portion of the Dallas retail trade comes to the stores from residents of the city, a significant portion comes from outside her borders. The city represents a retail market of variety and numerous lines from which to choose and for this reason customers come for many miles by railroad, interurban, automobile and airplane. Although this is true the smaller retail centers surrounding the large city still have a place under the sun. More than half of the retail stores in the Gulf Southwest States are located in the rural area and the small cities. What is important is the fact that these stores do about half of the retail business of these states. While retail merchants in the small cities may feel that they are losing out to the larger cities they will find that if they will face the facts and adopt modern methods of merchandising, study and meet the needs of their customers, they will soon realize that there is a lot of profitable business to be had in their communities. Often the "big" city is not so much a competitor of the small city merchant as is lack of knowledge and appreciation of the importance of adapting present-day business methods and modernizing his store and stock.

There are in Texas 49 counties having per capita retail sales greater than the average for the United States as a whole, the average for the State of Texas being \$51.42 below the average of \$407.53 for the United States. Of these 49 counties having greater per capita retail sales, there are 15 that are more above the United States average than in Dallas county. Not one of these cities is in a

(Continued on Page 21)



Suburban Theaters Reach High Peak of Development Here

Oak Cliff Man Has
Unique Ideas on
Entertainment

IN Oak Cliff, C. R. McHenry is an institution—Uncle Mac. For those who know him only by the name Uncle Mac, he is a guidepost in the amusement world. And to "exchange row," and the show world in general, he's known as a hard-trading Scotch brand of Barnum.

Uncle Mac is all of that—or those—but he is more to Dallas. He is the man who built the largest neighborhood theater in the Southwest and opened it to Dallas a year ago April 21, San Jacinto day.

His Texas Theater, with 2,000 seats and an architectural standard and mechanical inventory which would do credit to theater row of most cities the size of Dallas, has been hailed in the industry as a signpost in the new cinema era.

The rise of the suburban or neighborhood theater is the history of Uncle Mac. His Texas is typical of what may become quite common in the next decade, a companion movement to that which has decentralized retail business to a greater or less degree in every city. The de luxe suburban theater is to the show world what de luxe, complete suburban shopping centers are to retail business.

West Jefferson avenue, where the 3,600 seats of Uncle Mac's three shows serve the territory west of the river—and a goodly part of Dallas east of the river—has become Oak Cliff's amusement row. Two other show houses are located on the street, in addition to the Texas, Rosewin and Midway belonging to Uncle Mac. The mere fact that three theaters operated by the same man—and two of them de luxe houses at that—can operate on the same street, indicates the extent of suburban cinema development.

Uncle Mac had tried his hand at several enterprises before he found his true love in the show business. In July, 1922, he opened the Rosewin Theater, in the

Tyler street shopping district just beginning to develop on West Jefferson.

He fitted himself into the community, learned its faces and names and habits.

He learned that when certain critics on Dallas newspapers panned a picture it would be a sure-fire hit with his folks; that when Mrs. Jones cried and sat through the picture twice she was having a grand time; that Mr. Jones liked the News Reels best, and the action serial next best; that young Johnnie wanted wild west pictures at least on Saturday; and that Tommy Smith was Mary Jones' most profitable beau, at least from Uncle Mac's viewpoint.

Gossip and the little human traits which he learned to watch served as an unerring guide in his conduct of the theater.

A paradoxical bit of truthfulness—paradoxical, that is, in the show world—helped teach Oak Cliff to rely on his judgment of a picture.

"I think this is a lousy picture, but my friend (and he named a well-known critic), says it's good. Come and see for yourself," read one of the "dodgers" he put out soon after acquiring the Rosewin.

His habit of panning a picture in his ads, or taking another movie and staking his reputation on saying it was par excellence proved disconcerting to the fraternity which thinks the only way to do business with bad picture is to coin a few new superlatives. And he and the Rosewin prospered accordingly.

Two additions have been made to the original Rosewin, until now it has 1,000 seats, the best and latest type sound equipment and unusual acoustical rating.

Success with the Rosewin turned Uncle Mac's eyes to the East on West Jefferson, and in 1927 he acquired the Midway Theater, just off Beckley avenue,

on Jefferson. It had 450 seats, but was enlarged to 685.

Before the Midway purchase was completed, he had begun plans for the Texas, dreaming of it as the largest and finest suburban house outside of California and a few eastern cities.

In the fall of 1930 the contract was awarded and the house was completed and opened last San Jacinto day, April 21, 1931. Its 2,000 seats, large pipe organ, novel interior decorations and rich, warm architectural appointments, have made its first year a successful one. Other de luxe suburban houses have been built here and in other Texas cities with the Texas as a model.

When the Texas was opened, Roy Christian, manager of the Oak Cliff-Dallas Commercial Association, conferred upon Uncle Mac the degree of Doctor of Public Amusements. That is largely what he has become to Oak Cliff and thousands who do not live in Oak Cliff.

There are two cardinal points in his philosophy of business:

"Children are the greatest advertising asset in the show business. Get their goodwill and the battle is over."

"And make folks laugh. Don't be afraid to try new ideas to do it, either. I remember one fellow suggested I ought to give a prize to the most henpecked husband in the audience. My house manager hooted at the idea. I tried it anyway and it was the best gag we ever pulled."

♦♦♦

A teacher was giving his class a lecture on charity.

"Willie," he said, "if I saw a boy beating a donkey and stopped him from doing so, what virtue would I be showing?"

William (promptly): "Brotherly love!"

What Has Been Done

Vice-President and General Manager Reviews Work of Dallas Chamber of Commerce

You have given me the very difficult task of discussing the present activities of the Chamber and outlining its future expectations of accomplishments in the short time of 30 minutes. As this is practically impossible, since our duties and assignments are so many and so varied, I will undertake to give you an outline of some of the constructive work of the more important departments and a few of our plans toward building a still greater Dallas.

Very few people in Dallas realize the tremendous amount of work and activity that is going on in their Chamber of Commerce. Frankly, before I went down there I did not have the slightest idea of the great number of duties required of the organization. It was really a revelation to me and I was very quickly impressed with the fact that my golfing days were over and that with the present strenuous business conditions, I had undertaken a job that would require about eighteen hours a day.

As stated before, very few realize the extremely important amount of detail and routine work to be done, and after eighteen months' service, I have come to the conclusion that about the only way many of our citizens could be fully impressed with the absolute necessity of a Chamber of Commerce would be to close it up for a year and let them see the disastrous results that would follow.

Even my directors were astounded when I made a survey recently and informed them that we sent out over 1,500 letters a day and that we had over 500 telephone calls a day. Why, we receive as many as 100 inquiries about Dallas and requests for assistance in one mail and I will average approximately 20 people a day in my office alone.

During the past year our activities and the demands upon us for assistance have increased at least 25 per cent and during that time we have reduced our operating expenses over 30 per cent which indicates that there isn't any wasted time, inefficiency or extravagance. And I wish to take this opportunity to boldly state that you have the most efficient, competent and loyal personnel that I have ever had the good fortune to be associated with. If I have had any success as your manager it has been because I have been fortunate in picking competent people to really do the work, and I hope you will pardon me for taking this opportunity to pay them the recognition and credit due them.

The past year has been such a strenuous one and our troubles have been so

Address of J. Ben Critz Before Real Estate Board Recently

numerous that we do not realize the many beneficial things that have happened to us and that Dallas has gone forward remarkably well in spite of conditions. During that time we have become the oil center of the United States, with still greater possibilities for development in this industry in the future. We have become one of the largest aviation centers in the country. We have had more new concerns to move here than ever before. We extended and developed our trade territory very materially. We have secured both the regional offices of the Reconstruction Finance Corporation, and I could cite many other accomplishments, but as we are more interested in the future, I will endeavor to give you some facts and figures that I believe will give us a sound view of what we can reasonably expect.

The day has passed when a Chamber of Commerce was a more or less hullabaloo organization. The day of hooey and bunkum is a thing of the past. The prospective citizen, executive of a big industry contemplating expansion is not interested in whether we have the longest viaduct in the world or the tallest city hall and such things, but he wants to know something about the possible resources of raw material, transportation cost and facilities, population and buying power, spendable income, wholesale and retail outlets, the cost and kind of fuel and similar facts of vital importance to the growth of his business. He wants facts and not generalities.

The city that has this information and can best present it is going to benefit the most. The Oil Well Supply Company came to Dallas solely because we were able to convince them that they could do

better here than in Houston, Fort Worth or Tulsa.

A successful Chamber of Commerce must have a sound business-like structure internally and must be constantly alert and aggressive. It must continuously be on the job and must keep fully informed of the trend of business everywhere and of the possibilities and potentialities of its city and section. It must be intelligently striving to improve the community civicly, politically, industrially and commercially. It is rapidly becoming a research and analytical laboratory.

This being the case, let us see what our Chamber is doing and if we are coming up to the above requirements. Let us now check up briefly on a few of our departments and their activities.

First, we will take our Agricultural Department. Organized just a little over a year ago in an effort to bring back the fertility, productivity and buying power of the black land belt. With the splendid assistance of our local banks, we have been able to set up a successful system of diversified farming on several hundred farms and have been instrumental in getting other local bankers and communities to follow and the movement is already developing beyond our brightest dreams. Our banks have loans at the present time totalling well over \$100,000 to farmers on sheep and stocker cattle. It has been a great blessing this past year as these farmers produced a big feed crop and have gotten much more for it in feeding beef than they could have by selling it outright. One example, where we financed one man in buying 60 cows from which he got 59 calves and from the sale of the calves was able to pay two-thirds of the note on the cows and still has the cows.

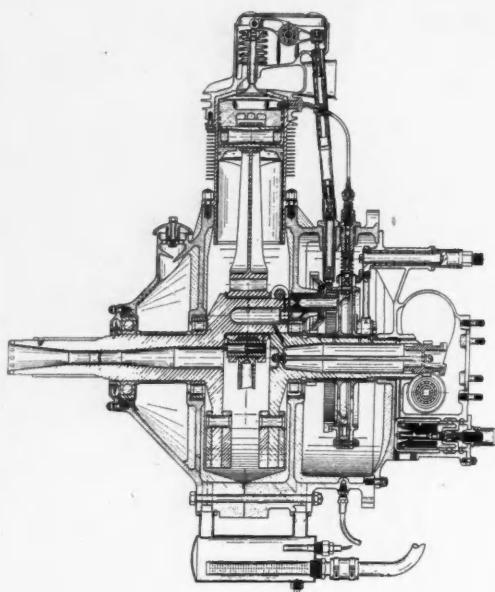
Next, let us take a look at the activities of the Trade Extension Department, whose main purpose is to assist local business to grow and to expand our trade area. A very competent man spends all his time holding merchants institutes in small towns, speaking to high school

Examples of growth and future possibilities:

| | Population | Spendable Income | Wholesale | Retail |
|--------------------|------------|------------------|-----------------|-----------------|
| Southwest..... | 12,000,000 | \$5,237,365,000 | \$4,774,768,000 | \$3,749,547,000 |
| New England..... | 8,000,000 | 5,420,264,000 | 5,638,066,000 | 3,783,542,000 |
| Pacific Coast..... | 8,000,000 | 6,100,000,000 | 5,773,222,000 | 4,503,057,000 |

This plainly shows that the Southwest has practically overtaken two of the largest business sections of the country, and our natural resources, and room for future expansion is greater than the Pacific Coast and New England combined.

(Continued on Page 24)



DALLAS MANUFACTURERS NEW AIRPLANE MOTOR

GUIBERSON CORPORATION
FOR CONSTRUCTION OF

ATENTION of the aviation world is being centered on Dallas since announcement of the perfection here of a new oil-burning airplane engine, and the interest of practical-minded aeronautical engineers is being held with the rapid development of the motor and its performance. It has already made an unofficial altitude record, surpassing by several hundred feet the record of any other similar type of motor in existence today. Its performance in other respects parallels, if it does not exceed, the flexibility and operation of many record-holding gasoline motors.

In the past 19 years the vast Guiberson Corporation has been in Dallas manufacturing oil well equipment. Its officials have been interested in the development of aviation since the Wright

Brothers flew their first pusher plane at Kitty Hawk, and frequently have contributed in some measure to its progress by experimental work.

Their greatest step in this direction, however, came recently.

After three years of silence, during which its engineers worked ceaselessly, the Guiberson Corporation in a modest statement said it had found a practical airplane engine that would burn crude oil and ignite its fuel without the aid of spark plugs or magnetos. It was built on the Diesel principle of compression ignition.

S. A. Guiberson, Jr., president of the Corporation, engaged Col. Arthur C. Goebel, internationally-famous pilot, to fly the engine in an effort to find out if it would meet the exacting requirements of aeronautical work. Goebel spent several weeks in the Guiberson shops, going over blueprints and figures, and then, being thoroughly satisfied with the motor's possibilities, he was anxious to put it through its paces. The motor in its performance, response and flexibility, was beyond expectations. It was found, among other things, that the motor efficiency increased in higher altitudes, completely reversing the practice of gasoline airplane engines.

On a test flight Col. Goebel flew to an altitude of 21,686 feet, a height never before attained by a Diesel motor. The flyer was not equipped with an oxygen mask and was forced to descend when he had reached his own ceiling. Until another altitude flight is made, with the pilot properly equipped for breathing in rarefied atmosphere, the exact ceiling of the Guiberson Diesel motor cannot be determined. On this flight, Col. Goebel's ship carried more than 300 pounds excess weight, to a height which was nearly

5,000 feet above the ceiling of the same ship equipped with a gasoline engine.

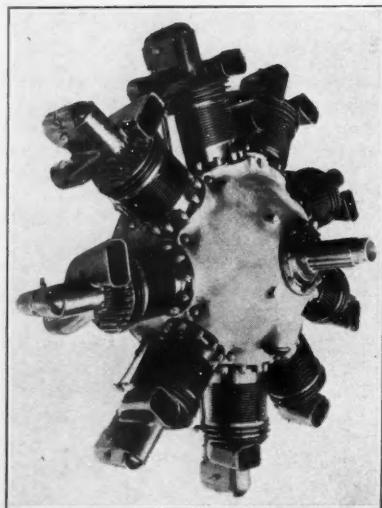
In his log, the flyer said that at 15,000 feet he set the throttle at 1,850 r.p.m. At 21,686 feet the engine had accelerated itself to 2,050 r.p.m. and was running with perfect performance. In Goebel's opinion, the motor would have carried the plane to a far greater height.

A year ago Col. Goebel flew a taper wing Waco, powered with the Guiberson Diesel, to Detroit and return, a distance of nearly 2,400 miles. The total cost for fuel figured less than one cent a mile.

Convinced then that the motor was ready for competition in the open market with other airplane engines, officials of the Guiberson Corporation formed a subsidiary organization which is known as the Guiberson Diesel Engine Company. Headquarters of this company will be maintained for the time being in the general offices of the organization in Dallas. When the motor is put into quantity production it is planned to erect a plant for the exclusive manufacture of the power unit, probably on the 37-acre tract of the corporation on Forest avenue and the Katy tracks.

The new oil-burning engine already has become known as "aviation's first 'free wheeling' airplane motor," because of the fact that its propeller can be released to turn freely by the simple thrust of the single throttle. Its greatest features are to be found in its simplicity of control, economy of operation and in its complete elimination of fire hazard from uncontrolled explosions.

Some years ago, advancing on the theory that the oil-burning motor was the most practical development in aeronautical progress, Mr. Guiberson investigated the possibilities of conversion of the Diesel principle into a compact, high-speed power unit.



MANUFACTURER BUILDS PLANE MOTOR

CORPORATION TO HAVE PLANT PRODUCTION OF DIESEL ENGINES

In a design of variable control and constant pressure, worked out by Fred Thaheld, a young Austrian aeronautical engineer, he found what he believed to be the most advanced conception of the diesel principle as adapted to aviation requirements. Early in 1929 the entire resources of the Guiberson plant here were turned over to Thaheld, who with C. S. Crickmer, chief engineer of the organization, began work on the first engine. The test model kicked off on its initial spin and ran with almost perfect operation.

After a thorough workout of the engine under the direction of C. C. Spanglerberger, chief testing engineer, and Allen Guiberson, head of the aviation department of the company, a number of refinements of design were later incorporated, and on November 10, 1931, the official test run of the motor was completed by government engineers in the Department of Commerce laboratories at Washington. This motor was rated at 185 h.p. and awarded Approved Type Certificate No. 79. It went through the critical department examination and test of 50 hours' operation without a single penalty being imposed for failure of any character.

Early in 1932 the company perfected a 240 h.p. Diesel motor, following the design of the 185 h.p. unit. This will go to Washington for its official test sometime in April.

The Thaheld design completely revolutionizes the control of the Diesel powered motor, retaining, however, the sturdy, reliable performance inherent in the big oil-burning stationary machines.

Unlike the mammoth stationary Diesels, which must be run at a fixed number of revolutions per minute to develop their greatest efficiency, the Guiberson motor

is so constructed as to operate at peak efficiency, whether idling or wide open.

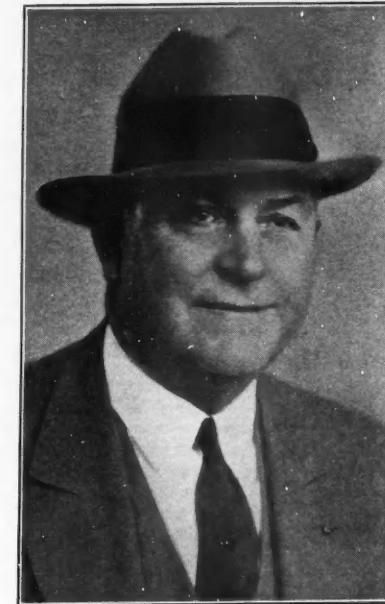
Weight, heretofore one of the serious factors which precluded the use of Diesels in aeronautical work, has been reduced in the Guiberson engine to the level of standard gasoline motors without sacrificing either performance or safety.

The 185 h.p. engine weighs 510 pounds, or $2\frac{1}{4}$ pounds per h.p. The 240 h.p. motor weighs 540 pounds, or $2\frac{1}{4}$ pounds per h.p., which approximates the weight of the most efficient gasoline engine of the same rating.

Before work was begun on the airplane motor, Jack A. Schley of Dallas, the corporation's patent attorney, directed the investigation of over 3,000 patents to insure originality of design. Over fifty claims were applied for and allowed by the patent office.

The principal patent of Mr. Thaheld's design is the variable fuel control system. This patented control of the Guiberson Diesel engine is simplicity in its construction and operation.

Through the means of one control, the stroke of the pump is varied as the time of the injection is advanced or retarded. The duration of the injection is changed in proportion to the amount of fuel injected and the time of the injection. By moving the control to the extreme position below idling, the motor compression is released by the decompression ring, which is attached to the main control plate. This accomplishes, through decompression, the "free wheeling" which allows the propeller to turn freely in a glide with the motor dead,

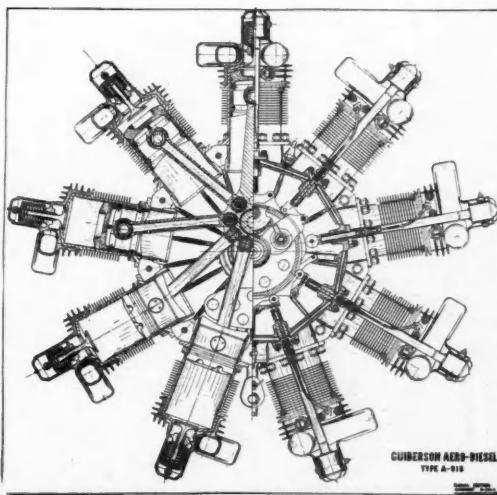


and again start the motor, from a normal gliding angle, by simply advancing the throttle.

This "free wheeling" feature is of vital importance in facilitating the inspection and servicing of the motor, and is a great safety factor in allowing the operator, should he run out of fuel and have to resort to his reserve supply, to put the motor again to full power through the simple operation of the throttle control.

The valve cam is mounted in the conventional manner on the crank shaft in the rear case and driven by an intermediate gear opposite crank shaft rotation at one-eighth crank shaft speed. The four valve lobes are exceptionally long, as the valve action is somewhat different from the standard practice. There is only one valve used for the scavenging and intake stroke. Therefore the valve lobe

(Continued on Page 27)



• Important News of a Growing City •

The romantic lure of the "deep piney woods" is expected to play a big part in swelling the attendance of the East Texas Chamber of Commerce convention at Lufkin next month to approximately 8,000. The convention dates are April 17, 18 and 19.

Located in the heart of one of the most picturesque sections of the state, Lufkin typifies the East Texas of song and story. Its towering pine trees for generations have formed the backbone of the lumber industry of the state, yet the forests still retain their native charm.

Visitors to the East Texas Chamber of Commerce convention will see both the

old and the new Lufkin. Automobile rides through the parks, the industrial section, the residential area and the pine groves have been arranged. Inspection trips through the huge industrial plants will be made.

The convention program will be by far the most impressive the regional Chamber has ever given, according to officials of the organization. The list of speakers includes such names as J. Frank Dobie, author of "Coronado's Children"; Bishop Clinton S. Quin, Julian C. Hyer, International president of the Lions' Clubs; R. L. Thornton of Dallas, John N. Edy, City Manager of Dallas; Lieutenant Col-

onel J. W. E. H. Beck, Joseph F. Leopold of the United States Chamber of Commerce, and many others.

Reconstruction will be the theme of this year's session. All meetings will be held in the First Baptist Church of Lufkin, which has a seating capacity of 2,000. Group conferences will be held on major activities of the East Texas Chamber, including taxation reform, agriculture, industrial development and public health. There will be a "house of delegates" for the open discussion of East Texas problems.

An elaborate entertainment program is being arranged for the visitors. There will be dances, musical features, an old fiddlers' contest, and gridiron stunts. Josh Lee of the University of Oklahoma, nationally-known humorist, is scheduled for an address. There will be a musical program by Miss Beth Boles of Jacksonville, cousin of John Boles, the film star. Miss Joy Lindsay of Greenville, whose voice has captivated all East Texas, also will be heard in vocal solos.

A spirited race is expected to develop for the honor of entertaining the convention in 1933. Last year there were only three contenders—Dallas, Houston and Lufkin. Jacksonville, in Cherokee county, was the first to announce as a candidate this year.

Lufkin expects to "make history" with this convention and is mapping out its plans accordingly. Committees, headed by civic leaders, have been hard at work for several weeks. The citizenship at large is co-operating whole-heartedly and the Lufkin Chamber of Commerce, from which convention plans are directed, is literally buzzing with activity. Jack McDermott, secretary-manager of the local Chamber, has general charge of the work.

E. L. Kurth, general manager of the Angelina County Lumber Company, is the general convention chairman. Other committee chairmen are: N. D. Shands, finance; R. W. Kurth, budget; W. C. Trout, entertainment; C. L. Du Puy, reception and courtesy car; Mrs. E. W. Leach, ladies' reception and entertainment; E. V. Fetty, housing; K. W. Denman, decorations and lighting; Dr. J. W. Hawkins, advance registration; Morris Frank, registration and information; W. C. Binion, press and publicity; W. A. Foster, street traffic, and S. W. Henderson, railway traffic.



Magistrate: "The witness says you neither slowed down nor tried to avoid the pedestrian."

Motorist: "I took all precautions. I blew my horn and cursed him."

WATCHING DALLAS

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

| | BANK CLEARINGS | | BANK DEBITS | |
|-----------|--------------------|------------------|-----------------|---------------|
| | 1931 | 1932 | 1931 | 1932 |
| January | \$166,527,152.37 | \$133,136,871.58 | \$195,534,000 | \$161,589,000 |
| February | 147,866,128.21 | 121,323,581.57 | 168,140,000 | 139,356,000 |
| March | 156,580,354.47 | | 166,796,000 | |
| April | 156,428,837.23 | | 162,304,000 | |
| May | 150,859,964.72 | | 158,469,000 | |
| June | 149,625,488.57 | | 157,345,000 | |
| July | 142,160,231.66 | | 154,639,000 | |
| August | 126,210,371.13 | | 136,404,000 | |
| September | 149,416,604.30 | | 165,516,000 | |
| October | 170,699,694.65 | | 197,691,000 | |
| November | 144,720,223.84 | | 157,206,000 | |
| December | 143,636,413.72 | | 181,133,000 | |
| Total | \$1,803,330,964.72 | | \$1,838,381,000 | |

| | BUILDING PERMITS | | POSTAL RECEIPTS | |
|-----------|------------------|------------|-----------------|---------------|
| | 1931 | 1932 | 1931 | 1932 |
| January | \$ 551,238 | \$ 278,879 | \$ 312,893.64 | \$ 272,884.60 |
| February | 764,300 | 142,491 | 279,343.16 | 262,052.17 |
| March | 546,255 | | 511,220.20 | |
| April | 540,273 | | 311,408.94 | |
| May | 1,327,520 | | 282,304.87 | |
| June | 388,500 | | 184,693.45 | |
| July | 225,630 | | 270,310.07 | |
| August | 293,005 | | 253,691.13 | |
| September | 368,377 | | 286,253.83 | |
| October | 1,276,604 | | 305,428.22 | |
| November | 325,608 | | 278,945.49 | |
| December | 1,008,172 | | 347,689.15 | |
| Total | *\$12,631,880 | | \$3,424,182.15 | |

| | GAS METERS | | TELEPHONES | |
|-----------|------------|--------|------------|--------|
| | 1931 | 1932 | 1931 | 1932 |
| January | 73,914 | 72,696 | 70,168 | 70,984 |
| February | 73,992 | 72,399 | 70,221 | 70,972 |
| March | 74,270 | | 70,491 | |
| April | 74,368 | | 70,641 | |
| May | 74,149 | | 70,711 | |
| June | 73,511 | | 70,740 | |
| July | 73,131 | | 70,752 | |
| August | 73,344 | | 70,783 | |
| September | 73,861 | | 70,821 | |
| October | 73,807 | | 70,844 | |
| November | 73,671 | | 70,871 | |
| December | 73,176 | | 70,911 | |

*Includes Public Utility Construction.

The Lone Star State

By Wm. P. PETER

Texas has stepped to martial music under the flags of France, Spain, Mexico, the Republic of Texas, the Stars and Bars and twice under the Stars and Stripes, with the Lone Star ever pointing to the goal of its destiny. It is larger than France, Spain, Germany, or the Scandinavian Peninsula. It may, of its own volition and without the consent of the Congress, divide into five separate states which, should such right be exercised, might be known as East, North, South and West Texas, and the Panhandle; each of these sections has its own vernacular and, in the order named, one may be quickly spotted from the Sticks, Black Land, Coast, Chaparral and the Plains; each section thinks itself superior to all others and strives for supremacy, but woe betide the visitor who attempts to belittle any part of grand old Texas.

Texans always extend a warm welcome to all newcomers, offering every variety of the best climatic conditions suited to young and old, the healthy and the invalid, the sportsmen and the hunters, and, in fact, every conceivable whim of the human fancy. Texas abounds in lumber, oil, sulphur, coal, iron, potash, salt, granite, quicksilver and other minerals; cotton, grains, sugar, rice, fruits, flowers and vegetables; cattle, horses, mules, sheep, goats, poultry and a great variety of wild game, wings, fins and quadrupeds, besides other good things too numerous to mention and a few things that may be named upon request, but without recourse.

The dawn, the sunrise, the sunshine, the sunset, the twilight, and the moon and stars of a Texas heaven, are not excelled for beauty and the comfort they provide for the heart and soul; the pines, magnolias, jasmines, crepe myrtles, grapes and roses, diffuse the most delicate perfumes without the aid of the chemist; the cotton, grains and grasses, blanket the State more artistically than any carpet ever conceived in the mind of the weaver; the Plains rise from sea level to over 5,000 feet; the hills from small domes to mountains over 9,000 feet; in the hottest summer one does not have to leave the State to find enticing vacation lands with nights that require blankets and fireplaces; in the coldest weather of the North Plains one may travel south into semi-tropical weather abounding in citrus and other fruits, spring vegetables and flowers of every kind and variety.

The distance from Texarkana to Chicago is equal to that of El Paso on the West; from Texline to Minneapolis it is equal to Brownsville on the South; drive your car around the boundaries of Texas and you have about covered the distance across the continent. The heart and hospitality of the Texan is as big as the State. The future of Texas is yet in the making, but at the present writing it may be giving birth to the next president of the United States. The "immortal forty" named the schoolmaster, but its "forty-six" delegates will name the Cavalier of the Chaparral.

Uncle Jake Celebrates

Uncle Jake Sports News celebrated its first birthday, April 9th, with its fifty-second issue.

This weekly sports paper of tabloid size, was started in Dallas a year ago by Oswin K. King, who for 16 years conducted the "Uncle Jake Sez" column in the Dallas Journal and Dallas News. Mr. King took his column and turned it into a sports newspaper and the growth of the enterprise has been remarkable.

From the first issue the paper caught the popular appeal of sportsmen and sportswomen and each issue has shown a

substantial growth in both advertising and readers. Of the latter the February figures show 17,338.

Mr. King began his paper with only himself as editor, advertising manager and circulation manager. Now he has a staff of 10 writers and six others in his advertising and office force, adding 16 to the Dallas payroll and giving Dallas the largest all-sports tabloid published in the United States.

Uncle Jake is now going into 38 states and four foreign countries. The circulation and the paper itself claim only to be sectional for the Southwest, however, it has many readers elsewhere.



Expensive Step

There is a story going the rounds that one of the most valued of a Dallas department store's accounts was lost the other day when that store's delivery boy carelessly stepped in a pansy bed. That boy cost the store several times his salary each month.



Too Much Flattery

We are all extremely sensitive souls, susceptible to flattery, but we don't want too much of it—there have been more sales lost by millinery stores through effusive salesladies than through any other method, unless it be through the rather wide-spread habit of addressing all customers as "Dearie."



"He Sold the Tie"

We bought a new shirt the other day—a green one. As the clerk was preparing the ticket he suddenly stopped. "Say, that certainly is a good-looking necktie you have on," he said enthusiastically. "It is as near a perfect match for the brown shirt you have on as I ever saw. And, by the way, I think I've got a dark green one that will match this new shirt perfectly, too."

Naturally, being human, we bought the tie, although we have a vague suspicion that he did not have any particular tie in mind when he led us to the tie counter.



Too Much Checking

One of the larger stores sold a bill of merchandise on installments to a customer who had kept an open account at the store for 15 years and has a perfect record on a rather large account. The credit manager asked for references and

was given one who was a close personal friend. The request for credit was put through and as usual the references were called. The friend was closely questioned as to income, reputation, etc., of the intended purchaser, and, of course, went immediately to her friend with the story. Had the credit man referred to his own books he would have found enough information to extend the additional credit and would not have lost much of the goodwill already established by his company with that particular customer.



This Name Business

There is a shine boy near our office who, through some method, has learned our name and never fails to address us by it when we pass his stand. For some peculiar reason we always give him our shine business.



A Secret

Someone told us the other day the reason why so many quick-lunch counters serve lukewarm coffee. They know the customer will drink it quickly, before it gets cold, and get off the stool and out of the way of the next one.



A Suggestion

Many of the wholesale houses keep attractive show windows and attract a great deal of attention, at least until the man or woman on the outside notices a sign—"Wholesale Only." We believe the wholesaler could render a real service to his retail dealers if he would put a second sign in the window, such as "Merchandise in this window may be bought at the following retail stores"; then list the local firms carrying accounts with him.



Dallas

*Official Organ of the Chamber of
Commerce
Published Monthly*

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 11 APRIL, 1932 No. 4

**DALLAS CHAMBER OF COMMERCE
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1932 TERM

| | |
|------------------|----------------|
| T. E. Jackson | A. M. Matson |
| Porter Lindsley | W. S. Mosher |
| Frank L. McNeny | R. L. Thornton |
| George S. Watson | |

1932-1933 TERM

| | |
|-------------------|------------------|
| Nathan Adams | Arthur L. Kramer |
| W. A. Green, Jr. | Chas. R. Moore |
| John W. Carpenter | Henry C. Morris |
| Harry L. Seay | |

1932-1934 TERM

| | |
|-----------------------|------------------|
| George Waverly Briggs | F. F. Florence |
| Tom G. Leachman | Edward T. Moore |
| H. A. Olmsted | Hugo Schoellkopf |

George O. Wilson

STAFF

| | | |
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| Z. E. Black | - - - - - | Retailers, Conventions |
| E. M. Fowler | - - - - - | Financial Secretary |
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| Mike R. Fewell | - - - - - | Manufacturers-Aviation |
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| L. A. Bell and C. R. Lancaster | - - - - - | Membership |
| E. F. Anderson | - - - - - | Wholesalers |
| E. C. Wallis | - - - - - | Publicity |
| R. A. Thompson | - - - - - | Highway Engineer |
| J. T. Orr | - - - - - | Agriculture and Livestock |
| H. W. Stanley | - - - - - | Trade Extension |
| Earl Y. Bateman | - - - - - | "Dallas" |
| Miss Geneva Carr | - - - - - | Road Information Bureau |
| Mrs. Uneta Brown | - - - - - | Junior Chamber |
| George A. Coffey | - - - - - | Pres. Wholesale Mer. Assn. |
| Eli Sanger | - - - - - | Pres. Retail Mer. Assn. |
| E. A. Herzog | - - - - - | Pres. Junior Chamber |
| Chamber of Commerce of the United States of America—Joseph F. Leopold, Manager Southwestern Div. | - - - - - | |
| Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice-President and General Manager. | - - - - - | |
| Real Est. Board—F. K. Osbourne, Pres.; E. A. Bell, Sec. Automotive Trades Association—Willard Chamberlin, Pres.; Dr. J. H. Connell, Executive Sec. | - - - - - | |
| Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary. | - - - - - | |
| Hotel Assn.—J. W. Tucker, Pres.; Mrs. C. L. Hamil, Sec. Insurance Agents Assn.—T. P. Ellis, Pres.; Alfonso Johnson, Mgr. | - - - - - | |

OFFICE: Chamber of Commerce Bldg.
1101 Commerce St., corner Martin Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15¢ A COPY
ADVERTISING RATES ON APPLICATION

Dallas Printing Industry Reaches High Level

Often the remark is heard that modern machinery has destroyed the art of the craftsman — that efficient tools have destroyed the individualism of the workman.

Time after time this has proven untrue, for in America, where machines have reached a stage of efficiency not equalled in any other country, the skill of the individual worker, particularly in creative work, is also unequalled.

Add to the intelligence of the workman skilled hands, and give him modern tools and the finished product will excel anything that the famous old workmen of earlier days were able to accomplish.

This fact is no more strikingly illustrated than in the printing and photo-engraving industries, or more appropriately we should say arts. Printing and engraving is an art, a creative art. The engraver has his camera, his acids and his engraving tools. The printer has his type, his cuts and his presses, his inks and his paper.

The engraver takes his portrait, photograph or drawing, the printer his typewritten sheet and from this raw product is fashioned the booklet, the magazine, the catalog, the broadside or the leaflet, depending only on the needs or whims of the customer.

Dallas is particularly fortunate in its engraving and printing plants. Many fine establishments, equipped with the most modern machinery, have been built here to supply the heavy demands of a busy city.

But, even more fortunate, is the fact that Dallas has some of the finest craftsmen in the industry. These workmen are able to produce any type of printed product, even to the finest four-color masterpieces.

Modern production methods have made it possible for this work to be produced at a price which compares favorably with, and in many instances much lower than, that in other cities.

There are many large plants here where heavy runs, up into the hundreds of thousands, can be made as quickly and as cheaply as in any other city in the country.

In spite of this, however, much of the printing used by Dallas business men is produced in northern and eastern cities. This practice is largely due to the fact that many business men do not know that Dallas is noted even in the East as one of the centers of the printing industry and many profitable orders are received here from the very cities to which much Dallas printing is let.

Realizing this fact, and accepting the fact that the engravers and printers themselves are largely responsible for the lack of information the public has about their industry, the master printers, photo-engravers and electrotypers of Dallas, representing the very cream of the industry here, have organized for the purpose of telling Dallas business men the true facts in the case.

Not only is their purpose to acquaint the users of printed matter that Dallas can supply their needs much more quickly and often much more cheaply, and just as artistically as can any other city in the world, they are going a step further and are showing, through a series of joint advertisements, how important a part printing plays in modern merchandising, particularly at this time of reduced production costs and more intelligent distribution.

The printing industry is the fifth in importance in the city. It furnishes the livelihood for thousands of people and has done much to gain for Dallas its growing reputation as the industrial center of the Southwest.

♦♦♦

April Conventions

April will be an exceptionally full convention month in Dallas. More than 12,000 visitors are expected at some 25 conventions or sales conferences that have, so far, been listed by the Convention Department of the Chamber of Commerce. The list follows:

- March 29-April 2—Dallas Southern Clinical Conference.
- April 2-3—National Reserve Officers' Association—Texas Division.
- April 2-9—General Motors Corporation.
- April 3-4—North Texas Chiropractic Association.
- April 5-7—Texas Cotton Ginner's Association.
- April 8-9—Texas Hospital Association.
- April 8-9—Southern States Art League.
- April 11-13—Southwestern Commercial Photographers' Association.
- April 11-13—Second District, Texas Federation of Women's Clubs.
- April 12-14—Texas Baptist Sunday School Convention.
- April 17-20—Southern Regional Meeting, Insurance Advertising Conference.
- April 18—Texas-Louisiana Retail Jewelers' Association.
- April 21-23—Cactus Region, Girl Scout Conference.
- April 22-23—Outdoor Advertising Association of Texas and New Mexico.
- April 22-24—Petroleum Industry Electrical Association (National).
- April 25-26—Southwest Foreign Trade Conference.
- April 26—Eastern Star School of Instruction.
- April 29-30—Association of Texas Colleges.
- April —Dallas District Methodist Conference.
- April —State Board of Nursing Examiners.
- April —Lone Star Chapter, American Association of Teachers of Spanish.
- April —Texas-Louisiana Tariff Bureau.
- April —Anti-Saloon League of Texas.
- Probably April—Lone Star Gas Co. Foreman's Conference.
- Probably April—M-K-T Railway of Texas, Annual Stockholders' Meeting.

KEEP UP TO DATE

Is your business stationery old-fashioned and out-of-date? Do you have changes of address rubber-stamped over everything? Does your advertising matter describe your product or service as it *now* is? Are you trying to "get along" with printed material that is doing your business an injustice and misrepresenting your progressiveness?

The business man who fails to keep his "printed representatives" snappy, up-to-date and actively and constructively working for him—is failing to take advantage of real opportunity. Without a shadow of a doubt, favorable or unfavorable impressions are made by the printed matter bearing your firm name.

Are you willing to send out a salesman who looks as if his clothes are 1920 style and cut? Would you feel no embarrassment if he called on a prospect with patched elbows? Is your duty toward salesmen, prospect and your own business fully performed with out-of-date facts, figures and illustrations?

Give your salesmen up-to-date sales help—make your office stationery snappy and modern and representative—put a little money into the material on which you pay postage and—

KEEP UP TO DATE WITH PRINTING

This series of advertisements is sponsored by the following named firms which operate their plants on the Open Shop Plan:

MASTER PRINTERS

Bennett Printing Company
Boyd Printing Company
Clarke & Courts
Egan Printing Company
Etheridge Printing Company
Garvin-Bonner Printing Company
Geyer Printing Company
Johnston Printing & Adv. Company
Merchants Ptg. Co., Com'l Printers
Padgett Printing Company, Inc.
Stevenson Printing Company
Texas Publication House, Inc.
Tigert Printing Co., Com'l Printers

MASTER PRINTERS

Waller Brothers & Kenyon
Walraven Brothers, Inc.
Wilkinson Printing Company

MASTER ELECTROTYPEERS
Dallas Electrotype Co.
Sam Ross McElreath

MASTER PHOTO ENGRAVER
A. Zeeze Engraving Company

• EDITORIALS •

Forget It

Isn't it both strange and pathetic how some people with really a desire to be fair and just will listen to scandal and gossip and thoughtlessly pass it on?

Has slander or gossip ever done anything constructive? Can it be justified or excused on any grounds?

Most of us inherently believe in fair play and yet we will listen to the scandal-monger and gossiper without demanding proof of his statements.

What satisfaction is gained by saying mean things about someone else, even if they may be partially true? The scandal-monger is really worse than the person he is gossiping about.

Many a man has been whipped and discouraged because of idle slander. Many a woman has lost her chance in life because of some hateful scandal-monger. Many a business has been ruined because of some careless gossiper.

Cowardice is exemplified in its worst form by the slanderer, scandal-monger and gossiper. God pity them, for they are worse than the poor sinner or the one who has erred.

If you see a tall fellow ahead of the crowd,
A leader of men, marching fearlessly and proud,
And you know of a tale whose mere telling aloud
Would cause his proud head to in anguish be bowed,
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy
Of a man or a woman, a girl or a boy,
That will wipe out a smile, or the least way annoy
A fellow or cause any gladness to cloy,
It's a pretty good plan to forget it.

♦♦♦

Our Inheritance

We had the privilege of hearing a rather brief, but comprehensive explanation of the much-heralded "Russian Five-Year Plan" by Mr. Frank I. Buckingham, a Kansas City attorney, who has traveled extensively in Russia.

We were pleased to learn that he agreed with our opinion that the thing that will upset this plan is the human element.

The people of Russia are becoming dissatisfied with the plan in that they are learning that they have been "buncoed" and are tired of being driven

like mules and given a few clothes and a little food in return for their labors.

Individualism will assert itself. What is known as the capitalist idea, will ultimately prevail whereby every man will be paid in proportion to his ability and not as now when each man gets the same wage, regardless of whether he is competent or incompetent.

Every man is entitled to the opportunity of accomplishment. That is what has made this the greatest country in the world today.

May we never lose our most precious inheritance, which is individual opportunity.

♦♦♦

True Public Spirit

Dallas has many things to be thankful for and among these many things, one of the greatest is the generosity, fairness and public-spiritedness of our larger business institutions and public utilities.

Seldom does the average citizen realize or know of the many things they do to help in the forward progress of Dallas, but this organization can bear testimony to the fact that they are always ready and willing to assist financially and in every other way whenever we call upon them, which is often.

They have done their part toward the building of Dallas, and have never in any way indicated a desire to be arbitrary in their dealings or to be grasping and greedy.

So let us be fair in our dealings with them, and not take snap judgment in our feelings and opinions about them. Don't let soap-box orators, who have never done anything constructive for Dallas, arouse our prejudices and passions and cause an antagonism that is unjustified.

This organization is absolutely non-partisan and has no axes to grind but is vitally interested in the general welfare of Dallas and is of the opinion that those institutions which have invested their money in our city are entitled to a fair and impartial hearing and reasonable consideration.

We have the utmost faith in our larger business institutions, our utilities and the splendid and competent men who compose their official families.

Remember they have given to Dallas about as much as they have received from Dallas.

♦♦♦

Enthusiasm and happiness are the two most beneficially contagious things on earth. All successful men have an abundance of both.

LET
DALLAS POWER & LIGHT COMPANY
PAY YOU

• NEARLY 6% •

on your savings

You worked hard for your money. Now make IT work hard for you. Don't allow the dollars you have saved to LIE IDLE. MAKE THEM WORK for you by investing in shares of

Dallas Power & Light Company
\$6.00 PREFERRED STOCK

Note these special advantages: (1) The dividends are Cumulative, therefore the Company must pay the dividends in full before one penny of dividends can be paid on the Common Stock. (2) For the benefit of stockholders who purchase through employes of the Company a resale department is maintained to assist and advise such stockholders who may wish to sell. (3) This stock is free from present City, County and State Taxes in Texas. (4) The dividends are exempt from the present normal Federal Income Tax. (5) The stock is fully paid and non-assessable.

12 YEAR DIVIDEND RECORD

Ever since shares were first issued more than 12 YEARS AGO, dividend checks have been mailed regularly to Preferred Stockholders on February 1, May 1, August 1 and November 1.

Shares for Sale at the Offices or Through any Employe of

Dallas Power & Light Company

Oak Cliff News

A Country Estate

By ROY CHRISTIAN

THE matter of business which had brought them together had been concluded over the coffee and the conversation turned to more intimate and personal topics.

They were at the University Club and three of the larger corporations of Dallas were represented in the little group.

"I have had an idea for several years that I was going to build me a home that would summarize all the dreams and experiences that have accumulated through the years—sort of feel like the wife is entitled to it, and think I will get a lot of kick out of it. I guess it will be my last house, boys."

"Well, Jim, I'd think that your present house would satisfy anybody except a freak or a show-off."

"Oh, the house is all right—in fact, it is too much house since the girls have married and the boy has gone East. But you know I am thinking about location, too. I want a lot of trees and a little more privacy and enough ground to potter around and do up to suit my fancy."

"Yeah, I can just imagine Jim having a winding drive up to the top of a hill and everything on the place from a putting green to pet deer to practice his eyes on before he goes down to Mason county every fall," said Bob as he lit a fresh cigar and leaned back in his comfortable chair.

"Well, that's about the idea, boys, and the interesting part of the story, and the thing which prompted me to think of it just now, is the fact that I have about spotted the location!"

"Last Sunday—it was so pretty, you remember—the wife and I drove out across the Commerce street bridge and found ourselves winding around that Kessler boulevard, and before we knew it had followed a winding road that led up a hill into one of the prettiest wooded sections I have seen in a long time. We got out of the car and looked around and the downtown skyline popped up through an opening in the trees and darn if it didn't look so close that I almost felt like I could pitch a dollar over on the court house. Margaret and I got as excited as a couple of youngsters finding a wild berry patch on a picnic."

"I had known about that section over there in a general sort of way for years, of course, but I was just like a lot of you other fellows, I didn't know my Dallas like I thought I did. Why, man alive, you can have a marvelous country estate over there in the beautiful section of Oak Cliff closer into town in driving time than where I live right now. When I looked into it a little further I found that several men I know mighty well in a business way already own beautiful

homes over in that marvelous section of Oak Cliff. There is a lot of this beautiful section that has already been attractively developed but there are plenty of wooded acres over there left for fellows like me. I found our old friend, Charlie, had a place up there of about 30 acres that just about answers all the dreams on the subject of a real home and a place to live that I have been dreaming about.

"Charlie had invited me to see his place a lot of times but I never had gone and, in fact, did not know exactly where it was. It is one of that sort of places that's hidden away by the trees even if you drive right along beside it at the bottom of the hill. He is a darn sight closer to town than any one of us, although he has as much privacy as if he lived 30 miles away."

*Where Southern breeze gently blows
Caressing hills where the river
flows
And friendly folk each neighbor
knows;
Where Nature smiles the whole
year through
—That's friendly Oak Cliff.*

—William Allen Ward

Somebody remarked that George Kessler had discovered Oak Cliff's beauty a good many years ago and everybody agreed with Jim that of the group present, who had lived a long time in the city, all of them were rather hazy on the woodland area being discussed.

Jim reminded them that he would either personally conduct them to his home when he got it built or draw them a diagram for the first visit, with the suggestion that they could then "make a beaten path to his door."

"Well, Jim, when you get your layout finished and want to invite acquaintances outside of your immediate circle you can always include a 'map to the mansion' which seems to fit in with your idea of having an unlisted telephone to avoid the petty annoyance of people you are not particularly chummy with."

"Now, you are trying to kid me, Bill. I am not going to build a hermitage—I am just getting away from heavy traffic and enjoying a little of nature's beauty so remarkable and so close to town. You think I am lying or going into the real estate business, but I'll bet a dollar to a cigar wrapper that half of you fellows will be living as close as you can get to me in the next five years! You fellows just don't know how good God has been to Dallas."

Big Factories From Little Plants Grow

"The amazing thing about the first Oak Cliff manufacturers exhibit, held the last of March, was the number of modest plants which have come into the production picture in the last year or so in that section of the city," declared M. D. Love, chairman of the suburban Chamber's committee which sponsored the exposition.

Forty small plants, some of them in homes and doing a surprising volume on smaller items, were discovered by the Oak Cliff committee as additional plants to available lists of Dallas manufacturers.

A promising feature of the small industries, Mr. Love pointed out, is the fact that some of the present largest industries in Oak Cliff started a few years ago from just such modest beginnings. He cited, as an example, an Oak Cliff shirt factory which now employs in excess of 100 people and is selling its products from coast to coast and said to be the largest shirt factory in the country doing a direct-to-consumer business. It started a few years ago with only one or two machines. Another similar case, he mentioned, is a paper processing company which has now a second large plant in Memphis as a companion to its sizeable Oak Cliff plant and whose beginning a few years ago, was quite as humble as many of the promising plants discovered in the survey.

This first products show of the Oak Cliff-Dallas Commercial Association drew such unusual attendance—the exhibit being crowded to capacity during the evenings—with the interest shown on the part of the manufacturers, resulted in planning for another show on a considerably larger scale next spring.

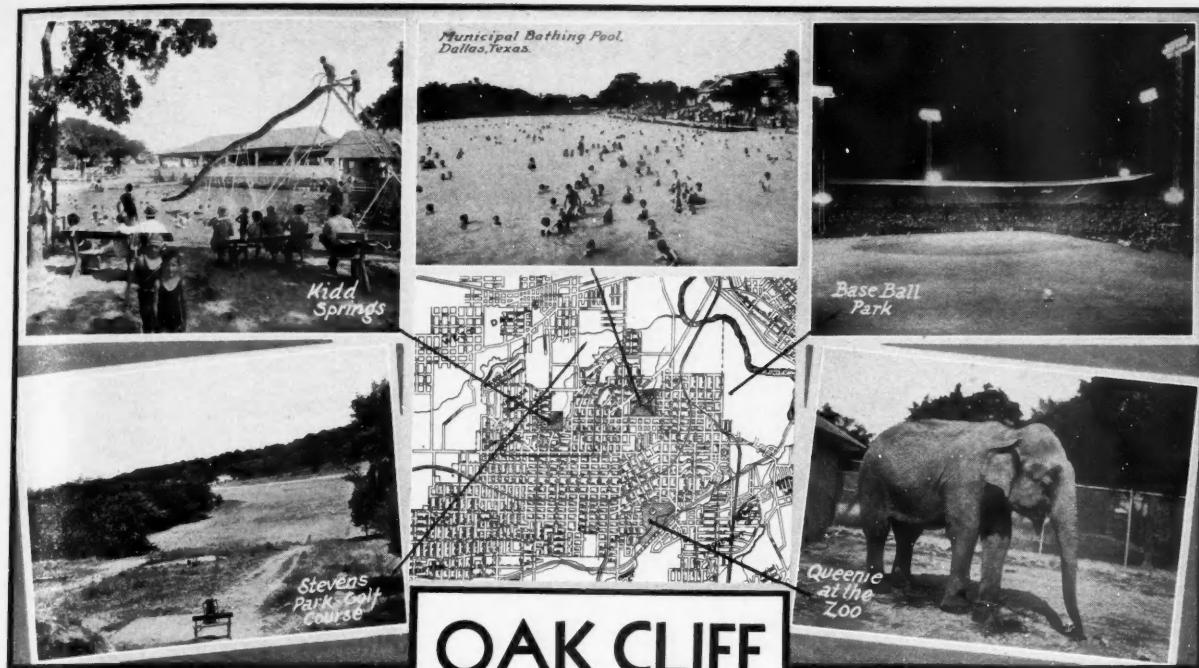


Spring Hurries Along

Spring, with its marvelous paint brush and palette of color and open arms to the out-of-doors, is creeping up the wooded hillsides into Oak Cliff.

Soon the woodland reaches of creeks and highlands which encircle the western section of Dallas will reach toward the blue with a background of vibrant green with vari-colored splashes.

The dozen parks, with their opportunity for play and recreation, will be alive with activity west of the Trinity, and along with public park activities, the private recreation spots of Oak Cliff, like Kidd Springs, will soon give visual evidence that the playtime of the year has arrived in Dallas.



OAK CLIFF

THE PLAYGROUND OF DALLAS

In selecting a locality in which to live, the majority of families give thought to five considerations: availability to schools, churches, stores, transportation and recreational centers.

Of equal importance with all others is that of recreation—parks, swimming pools, golf courses, theatres and other places of like character. This is known to be true, because how often you have heard the expression: "That is a lovely section to live in, but there's no place to go!"

Residents of Oak Cliff—Dallas' largest suburban area—never have occasions to make such remarks, for they are too well provided with communal playground centers.

Among other advantages, Oak Cliff has three golf courses, two swimming pools, twelve parks, many with wading pools for children, the city's zoo, the baseball stadium, and one of the finest suburban theatres in the state, besides five others of only slightly less pretensions. It is little wonder then, that families choose to locate here. Every advantage is provided for their children and for themselves. It is Home—spelled with a capital H.

Drive around Oak Cliff and see these things for yourself. It will be a revelation to you when you learn that it really is the playground of Dallas.

This campaign is sponsored by the business men of Oak Cliff through their organization, the Oak Cliff-Dallas Commercial Association.

OAK CLIFF

"....that friendly, fast growing, nature favored section of Dallas."



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THE DALLAS MAGAZINE, APRIL, 1932

Retailer's Place

(Continued from Page 7)

county having a population anywhere near approaching Dallas county. Good retail trade was to be found in a great number of these sparsely-settled counties. Dallas county, with her per capita sales of \$579.33, was \$171.80 above the average per capita sales for the United States, which were \$407.53. While this figure was surpassed by several counties not heavily populated, Dallas enjoyed a per capita sales figure of \$695.78 as compared to \$579.33 for the county as a whole.

The position of Dallas at the top, for Texas cities of 10,000 population and over, in per capita retail and wholesale sales as well as in income tax returns for the year 1929 is due in no small part to those retailers who are working cooperatively to keep Dallas in the forefront as a retail center, and particularly to the officers and directors of the Retail Merchants' Association, who carry the responsibility of the promotion of the joint efforts of the retailers. For the year 1932 these directors and officers are Eli Sanger, president; and Clifton Linz, vice-president, the other directors being W. Howard Beasley, W. J. Brown, G. T. Gingrich, W. A. Green, Homer Groves, W. E. Hill, Lawrence Kahn, Otto Lang, W. A. Lotz, W. H. Mannefeld, Herman Philipson, B. T. McLain, Paul H. Speaker, Harold Volk, Robert N. Watkin, Irvine H. Weil, James K. Wilson, Will R. Wilson and W. O. Wilson, with Z. E. Black as secretary.

The facts brought out herein are all contained in the Census of Distribution figures. The reports from which the information can be studied in much greater detail are on file in the Dallas office of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce, with offices in the Dallas Chamber of Commerce Building. Business men are invited by this office to take advantage of the information contained in these and other reports, as well as the many services of the office for which there is no charge.

Lighting School

Dallas building managers are being given an opportunity to learn modern and approved methods for the artificial lighting of office buildings at a short course of instruction offered by the Southwestern Chapter, Illuminating Engineering Society. The course will be patterned upon a similar course recently conducted by the institute for retailers under the sponsorship of the Dallas Retail Merchants' Association.

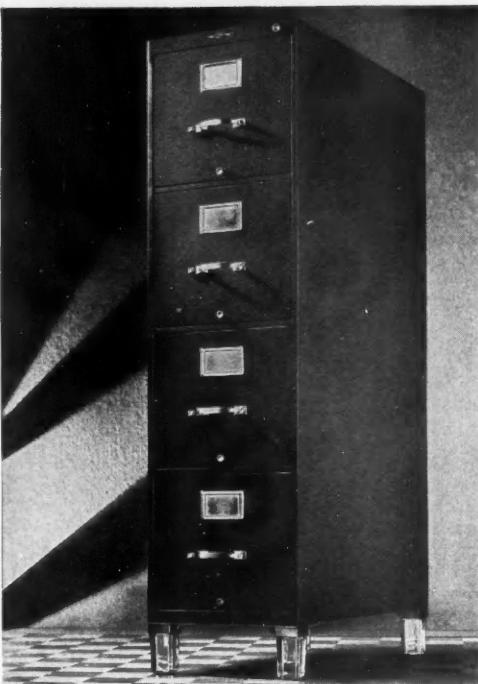
The building managers' course will consist of three weekly class meetings held on successive Monday nights, beginning March 28. Classes are being held in the commercial lighting room of the Dallas Power and Light Company Building, where special equipment is available for demonstrating the discussions of the instructors. All Dallas building managers and building engineers have been invited to attend the classes without cost.

STEWART PRESENTS

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INGENIOUSLY engineered to give the utmost in capacity, strength, and utility, the New "Y and E" Empire Line of Steel Files sets a new standard of filing value.

Through advanced features of design—notably the relocation of the locking mechanism and the introduction of a greatly improved type of compressor—more filing inches are obtained, without increasing the outside dimensions of the cabinet, and in no way impairing its exceptional sturdiness.

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Call at our store for a demonstration of this marvelous new File.

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Stewart Building—Commerce at Lane Streets

BRANCH STORE—104 SOUTH AKARD STREET



New Junior Chamber Members

For the past month a committee, headed by Archie Hunter, Jaycee vice-president, has devoted its efforts to a city-wide membership campaign. At the close of the drive 59 new members were added to the roll. The picture above was taken at a new-member meeting at which time the new men present were given the answer to the often-asked question, "what is a Junior Chamber of Com-

merce?" by E. A. Herzog, president of the organization.

During this drive many firms paid the membership fee for one or more young men in their organization because they realize the importance of keeping the name of their organization before the young business men of the city.

Following is a list of the new Junior Chamber members who have joined the

organization during the campaign:

James F. Albright, Jr., Rip & Jimmie Service Station; W. C. Alexander, Tennessee Dairy; Dr. R. E. Alters, Dentist; Scott Bower, Jr., Southwestern Life Insurance Co.; Ralph R. Brown, Southwestern Bell Telephone Co.; M. F. Bumstead, Y. M. C. A.; John Coffman, Attorney; Ward Dabney, Joint-Stock Land Bank; C. V. Faulk, W. M. Smith Electric Co.;

WHY EXPERIMENT?



In these trying days of economic distress, thoughtful citizens are devoting a great deal of attention to the administration of their public affairs. Conditions in Dallas County, as revealed by the private audit, have reached a crisis for which there seems to be but one remedy. That is the election of public officials of training and experience who have the courage and ability to eradicate existing evils.

This is not a year to experiment with untried or inexperienced men in places of great public responsibility. It will serve your best interests as citizens and taxpayers to apply the same sound business rules that you would in your private affairs by employing the very best available lawyer to serve you as your District Attorney after the retirement of Mr. William McCraw.

Having heretofore served you as District Attorney for two terms and having since that time ripened in experience by an active and successful practice of my profession, I believe myself to be particularly qualified to render you a distinct service as District Attorney for the next two years and to meet successfully every condition which these perilous times have produced.

During my four years of service as District Attorney, the records of the courts reflect a

number of criminal trials and convictions that approximate the yearly average at this time. And yet I was able through careful economy to pay all expenses except the salaries of two investigators out of the earnings of the office, and to turn back to the county \$30,000.

It was under my administration, that the District Attorney's office adopted the policy of co-operating with the business interests of this city in actively combatting the "bad check" evil—an evil which is assuming alarming proportions at this time and which I shall continue to combat with unrelenting zeal if I am elected to this office.

During the first year of my administration, I recognized the limitations of what was then known as the County Attorney's office and was instrumental in changing it to a District Attorney's office by a special act of Legislature.

Submitting the record of my past achievements and pledging a vigorous enforcement of all laws with such economy of administration as these hard times demand, I come before you again and ask you to give me the Democratic nomination for the office of Criminal District Attorney for Dallas County.

MIKE T. LIVELY.

(Political Advertisement)

Gaston Hallam, Ben E. Keith Co.; E. M. Hearne, Texas Corrugated Box Co.; Sterling P. Hiett, C. S. Hamilton Motor Co.; Joe Higginbotham, Higginbotham-Bailey-Logan Co.; W. E. Holden, Texas Corrugated Box Co.; Murray Horowitz, Sanger Brothers; Virgil K. Howard, Gulf States Life Insurance Co.; Wm. C. M. Jackson, Dallas Building & Loan Association; Aubrey B. Jones, A. & P. Tea Co.; Phil Kirchaine, Dallas Railway & Terminal Co.; George J. Kucera, Gulf States Life Insurance Company; Ward Lambert, American Central Life Insurance Co.; Jim Landers, Old Mill Theatre; C. E. Lowry, Procter & Gamble Manufacturing Co.; Ralph W. Mahan, Mahan & Howe Display Service; George H. Miller, M. K. & T. Railway Co.; J. E. Miller, RKO Capitol Theatre; Ernest E. Moore, Finck Cigar Store; Randal H. Morrow, Magnolia Petroleum Co.; Fulton Murray, Murray Investment Co.; Leslie C. Nye, Peat, Marwick, Mitchell Co.; R. Q. Oakes, Sherwin-Williams; Andrew Patton, Attorney; W. E. Perry, Anderson Furniture Co.; B. H. Pochyla, Southwestern Bell Telephone Co.; Fred O. Poston, Southwestern Paper Co.; Milton Price, Texas Baseball League; R. B. Rinehart, A. & P. Tea Co.; David L. Robinson, City of Dallas; D. Gordon Rupe, Jr., Dallas Rupe & Son; W. W. Slater, A. & P. Tea Co.; Capt. Boise B. Smith, Police Department, Traffic Bureau; Gordon A. Standifer, Victory-Wilson, Inc.; J. D. Stoneham, Gulf States Life Insurance Co.; R. E. Whitten, Gifford Hill & Co., Inc.; James Wilkins, Insurance; H. J. Williams, Peat, Marwick, Mitchell Co.; J. Frank Wilson, Sullivan & Wilson; Martin D. Wolfe, Perry Motor Co.; E. O. Benton, Fidelity Union Life Insurance Co.; L. R. Carter, County Tax Collector's Office; J. P. Costello, Southwestern Life Insurance Co.; L. E. Frenzley, Simms Oil Co.; R. Hubbard Hardy, Fidelity Union Life Insurance Co.; Horace Hill, Nash-Texas Co.; A. I. Holloman, County Tax Collector's Office; Roy Lester, Sani-Products Co.; R. N. Lindsay, Simms Oil Co.; W. E. Riley, Simms Oil Co.; Leon Rovinsky, Southwestern Life Insurance Co.



National Jaycee Officers

George Olmsted, president of the United States Junior Chamber of Commerce, and Harry Krusz, executive secretary of that organization, paid the local organization a brief visit during the early part of March. Both of these young men live in Des Moines, Iowa. Mr. Krusz is a native of Dallas and has been with the national organization for the past five years.

As president of the United States Junior Chamber of Commerce, Mr. Olmsted has gained the recognition of the officials at Washington and at their request has met with unemployment aid workers to offer them the services of the young men of the nation. Great strides have been taken this year toward bringing the younger man in conference with his older leaders in order to help work out the problems of the city, state and nation.



It's Not What Printing Costs But What It Produces

We know of a certain advertising manager of a large motor company, an extensive user of direct advertising, who has learned how to deal successfully with printers.

He says that for a good many years he used to shop around whenever he had a printing order of any size to place. Very often he would send work to a low bidder out of town and he never thought of placing an order that amounted to over \$500 without considering at least three bids.

But today he does not buy his Printing that way. He says he might buy some of his jobs for less than he is now paying, but after giving both plans (buying on price and buying without bids) a fair and thorough trial, he is firmly of the opinion that the real test of Printing is not what it costs but what it produces.

Results secured through Printing, expressed in actual sales delivered, are the true measure of the worth of Printed Matter.

The value of a job of Printing should be measured by your sales report and not by the printer's invoice.

Texas Publication House, Inc.

PHONE 7-1174

MCKINNEY AT FAIRMOUNT : : : : DALLAS, TEXAS



THE HOUSE
OF COMPLETE
PRINTING
SERVICE

What Has Been Done

(Continued from Page 9)

students and carrying the message of Dallas to noon-day clubs and civic bodies. This department assists merchants in setting up proper accounting systems, in store arrangement and many other similar things. This has been an extremely beneficial activity in developing materially wholesale and distribution activities. Our contact man is now booked for six months ahead and the demand for this constructive service is steadily growing. Results of activities to build manufacturing and distribution center—one example, Dallas now second largest wash dress manufacturing center; 2,500 machines in operation, employing 3,500 people with a payroll of over \$1,000,000 a year.

Then there is the Highway Department, which has practically succeeded in getting all highways into Dallas paved. The Transportation Department, Aviation, Convention (which brought 100,000 visitors to Dallas last year), Wholesale, Retail and several others that are doing an essential and beneficial job.

C. F. (Fred) Cullum, a native of this County, is a candidate for Tax Collector; he has never held office but has to his credit more than 17 years' experience in all departments of the tax office, and for the past 9 years was chief clerk in charge of Auto Registrations. He knows the taxpayers' burdens, and the demands by the people for services on the part of the various departments of this office. He pledges an efficient and economical administration.

Ask Your Friends About Him.
(Political Advertisement)



A Complete Banking, Trust and Investment Service

The
Republic National Bank
and Trust Co.

Dallas, Texas

SCHOOLAR, BIRD &
COMPANY

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-five Years

AUDITS - - SYSTEMS
TAX SERVICE

Santa Fe Building Dallas, Texas

During the past year six different larger Chambers have sent men here to study our set-up and one well-known authority has stated that Dallas and Los Angeles had the two best Chambers of Commerce in the United States. We are modestly, but frankly, proud of that standing.

So let us conclude with just a word of what our Industrial Department, in addition to regular work, is now preparing. A new book known as "The Southwest Market." Most of you have seen our original Southwest Market which has enjoyed extremely favorable publicity. Over 100 universities in the United States are now using it in their business administration courses. We believe the new one will be much better and just here I wish to say that our industrial man, Clyde Wallis, doesn't have a superior anywhere in this line of work.

WHAT IT WILL CONTAIN

Basic market factors, by counties, for every county in Texas, Oklahoma, Arkansas and Louisiana, including—

Population
Native White Population
Negro Population
Urban Population
Rural Population
Spendable Money Income—Rural
Spendable Money Income—Urban
Spendable Money Income—Total
Number of Wholesale Outlets
Net Sales of Wholesalers
Number Retail Outlets
Net Sales of Retailers
Population of Communities having
Natural Gas Service
Number of Homes with Electric
Service

These factors are those commonly used by sales executives in determining sales possibilities in a market.

In addition to the above, there will be a detailed break-down of both wholesale and retail sales volume, by cities of 10,000 population and above, showing net sales of specific commodities.

There will also be an analysis of manufacturing, by principal cities and by states, showing commodities manufactured, number of persons employed, and value of manufactured products.

A series of maps and tables will show distribution of population and wealth throughout the Southwest, with totals for 50, 100, 150, 200, 250 and 300 miles from Dallas, to show the concentration of population and buying power in the immediate Dallas area.

There will be tables making a comparison of the Southwest with the Southeast, the Middle West, New England and the Pacific Coast, so that executives familiar with any of those markets may have a basis of comparison for the Southwest.

Dallas' facilities for quick and economical distribution will be thoroughly analyzed. A map will show the location and name of every city and town, 1,000 population and above, and colors will show points reached in one, two and three-day freight service. Freight rates will be given from Dallas to each of these points.

TRAVELERS GUIDE



Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, Austin, Texas.

Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.



I Wouldn't Lie to You!

There is nothing "highbrow" about Commercial Art, it is just business.

Drawings that are made for Advertising purposes have to be more than just pretty, they have to mean something. They have to show your product—or its use. They have work to do.

That is the type drawings I make for advertising, and I wouldn't lie to you. Call me when you need useful advertising art.

HUGH CARGO
1816 Allen Building



There will also be an analysis of local factors affecting the cost of production, such as power rates, gas rates, labor costs, taxation, cost of water, living conditions, living costs, etc.

A chapter will be devoted to an analysis of Texas corporation laws affecting the entry of foreign corporations into the State, showing the various methods by which they may qualify, the cost of Texas charters and permits for foreign corporations, ad valorem taxes, franchise taxes, etc.

The book will stress, first, the present importance of the Southwest as one of the eight major markets of the country, and will show, by authoritative figures, the present rate of growth in population and buying power, and the tremendous future possibilities of this market.

With the executive convinced that this market is worthy of cultivation, the book will show that adequate facilities for serving this market from within are essential to volume business and that Dallas is the logical point for such facilities, from the standpoint both of low distribution costs and quick delivery service.

It will present facts to show that the logical method for serving this market is through branch manufacturing plants located at Dallas, thereby reducing production and distribution costs to a minimum, but that, preliminary to the establishment of such plants, national concerns should, in most cases, first establish sales and distributing branches here to build up volume to the point where manufacturing will be justified.

THE INDUSTRIAL FUTURE OF DALLAS

It is agreed by economists that the greatest problem confronting manufacturers with national distribution is the reduction of distribution costs, and that the solution is the breaking up of central plants and the establishment of regional branch plants, each so situated as to give quick service to a well-defined market area. There are eight of these areas, of which the Southwest is distinctly one, ranking high in present importance and first in future possibilities.

To secure volume business from any market, it is now necessary to keep a constant flow of merchandise moving from the point of manufacture to the point of consumption. There was a time when wholesalers and retailers bought two or three times a year. That time is gone; they are buying this week for next week's sales, and the goods must be kept moving in constantly.

Under such a system, serving the entire country from one point of manufacture adds tremendously to the cost of distribution, and consequently to the cost of the merchandise to the ultimate consumer. Manufacturers have already reduced their production costs to practically the minimum, and they are now forced with the necessity of reducing distribution costs. The regional plant, serving a market area that it can reach

BUY a GRIN



INSTEAD OF A GROUCH



Get What You Want at the Price You Should Pay

There are three kinds of printing jobs. The first looks good but the cash outlay is too much. The second satisfies on price but falls down on appearance and quality. Both are first-class grouch producers because they fail to please 100 per cent.

But the third! Ah! that's the kind that brings the grin to your countenance! It pleases both on price and quality—and when we say quality, we mean "snappy" typography, clean printing, good paper and inks; in short, modern printing at its best. You are bound to be satisfied with a job of this kind.

Let Us Estimate Your Work

Everything A Press Can Print

Blotters, Envelopes, Letterheads, Envelope Stuffers, Folders, Circulars, Office Forms, Announcements, Broadsides, Publications, Catalogues, Booklets, Four Page Illustrated Letters.

DIAL
7-1259
AND SMILE

THE
GINNER & MILLER PUBLISHING CO.
RICHARD HAUGHTON, President W. G. OLIVER, Secretary-Treasurer
DEPARTMENT OF PRINTING Dallas, Texas

INTERNATIONAL TRUCKS

NEW MODEL A-2—1½ Ton, 4-Cylinder, 136-inch
W. B. Chassis, F. O. B. Factory

\$ 615

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(INCORPORATED)

405 SECOND AVENUE

DALLAS

THE PRESENT MARKET OFFERS ATTRACTIVE OPPORTUNITIES IN WELL SELECTED **New York Listed Stocks**

We suggest Diversified Purchases of such stocks as:

Aircraft
Automobile
Steel & Iron
Farm Products
Public Utilities
Motion Pictures
Electr. Equipment
Telephone & Teleg.
Radio & Phonograph



Railroad
Natural Gas
Refrigeration
Food Products
Tobacco Products
Chemicals (Indust)
Mining & Smelting
Household Products
Oil Producing & Ref.

TAKE ADVANTAGE OF OUR **Convenient Purchase Plan** **Pay Only Small Amount Down**

TWO YEARS TIME TO PAY BALANCE

Control five times the stock the same money would buy outright
with five times the income and profit possibilities

This Booklet
Sent Free
Upon Request
Mail
Coupon



This Booklet
Explains Our
Convenient
Purchase
Plan

AUTHENTIC REPORTS ON LISTED STOCKS
upon request, without charge or obligation

MAIL THIS COUPON

Southern Texas
HOUSTON
Suite 412
Esperson Bldg.
Preston 6277



Northern Texas
DALLAS
Suite 1530
Allen Bldg.
Phone: 7-8148

Executive Offices—Kansas City, Missouri—Waltower Building

Please send me booklet describing your Convenient Purchase Plan, also
reports on the following stocks:

Name _____ Phone _____
Street _____ City _____

BUY NOW

in from one to three days, is the solution.

Dallas now has something like 2,500 branches of sectional or national concerns whose home offices and manufacturing facilities are located elsewhere. Many of these are now doing enough business in the Southwest to justify the establishment of branch plants, and many more will reach that volume within the next few years, with continued growth of population and buying power in the Southwest.

In the next few years many of these sales and distributing branches will undoubtedly be converted into manufacturing plants, producing here, in the very heart of the Southwest, the goods they are making now in distant plants and shipping into Dallas for redistribution. Conditions that are going to compel the national concern to establish regional branch factories are likewise favorable to the locally-owned plant, so that Dallas may confidently look forward to tremendous industrial growth during the next 10 years, in new regional branches established here by national concerns, in the growth and expansion of our own local industries, and in the establishment of many new local manufacturing plants.

There is a new day in Dallas and all we need is faith and courage as we already have the room for expansion, resources and a rapidly-growing buying power.



Foreign Trade Conference

Foreign trade problems of the Southwest will be discussed by a group of distinguished speakers at the annual meeting of the Southwest Foreign Trade Conference to be held in Dallas, April 25-26.

The Mexican ambassador to the United States, representatives of Central and South American countries and a number of American authorities on foreign trade will be on the program. These include Max Winkler, economist; Case R. Howard of the Canadian Bank of Commerce, and many others.

Delegations from practically every large southwestern city will be in Dallas for the two-day conference, some 500 visitors being expected.



Long Distance Order

Some idea of the extent of the Dallas trade territory may be gained from the receipt of a radiographic order by the Mason Engraving Company from Captain W. S. Roberson, Fort Shafter, Hawaii, for a generous supply of personal calling cards.

The radiogram was relayed by way of the army radio station at Presidio, San Francisco. Cards were sent by air mail to San Francisco where they were placed on a fast steamer, reaching Captain Roberson approximately two weeks after the order was placed.

New Aero Motor

(Continued from Page 11)

must hold the valve open for a period of 440 degrees of crank travel.

The fuel cam is integral with the valve cam and also has four lobes which are so spaced as to give the proper time of injection.

Following the fuel cam path are nine pump levers, each lever having roller on the outer end that rides the face of the cam. These pump levers are mounted between the main control plate and decompression ring, controlling the pump stroke over the advance range as the main control plate is moved opposite to the rotation of the cam.

This position is toward maximum advance and maximum stroke. To retard the injection and shorten the stroke it is only necessary to move the control plate with the pump lever in rotation with the cam. At full throttle the plunger lift is .057". The injection starts at 48 degrees B. T. C. and ends 25 degrees B. T. C. with a duration of 23 degrees. This setting has a pump plunger velocity of 24.7" per second and the duration of the injection occurs in .00207 second at 1,925 r.p.m. At the idling setting of .015" lift of the plunger starts at 11 degrees B. T. C. and ends 2 degrees A. T. C., a duration of 13 degrees at 400 r.p.m. in .00542 seconds.

This readily shows the variable time of the fuel injection, and makes it possible to a large extent to control the maximum cylinder pressures.

The decompression ring, unitly controlled with the control plate, rides between the fuel and valve cam, having nine small lobes that engage each valve cam follower lifter under the inner end, lifting all the valves open at same time. It is only necessary to move the control plate to the extreme in rotation with the cam, to put the motor on decompression and while in this position the fuel is entirely cut off.

The control mounted through the accessory case, has an eccentric which is connected to the main control plate by a link. It is only necessary to move the control to the right or left to shift the main control plate to the desired position and maintain a given r.p.m. or decompression.

The fuel pumps are mounted in the rear case in line with the pump lever, and the fuel is supplied through drilled ducts. This brings the fuel to case temperature, which is very beneficial in handling lower gravity in cold weather, and eliminates the possibility of fuel leaks. The check valves in the head of the fuel pump, allows the fuel to pass into the fuel line, which is made up of steel nipples and high-pressure copper tubing. This check stops any return of fuel, or air from the compression or explosion pressures in the cylinder.

(Continued on Page 29)

In this Vital Matter Your Family Depends on You

In the vital matter of the selection of an experienced, competent and responsible Executor and Trustee, your family's reliance is upon you.

And to men of affairs, the last three years have made it plainer than ever that their families will need the benefit of their fore-thought and judgment, as expressed in their wills, almost as much as the money they leave.

Our Trust Officers will be glad to explain to you our service as Executor and Trustee.

Trust Department

First National Bank in Dallas

Capital, Surplus, Profits \$14,000,000

Advertising

NEWSPAPER, MAGAZINE
DIRECT MAIL, OUTDOOR
RADIO AND DEALER HELPS

IRA E. DEJERNETT

919 SANTA FE BUILDING
TELEPHONE 2-8168

OAK CLIFF BANK & TRUST CO.

106 W. Jefferson

Affiliated with the
REPUBLIC NATIONAL BANK
& TRUST COMPANY

CANNON BALL TOWEL SUPPLY COMPANY

2009 Orange Street

Dallas, Texas

*Everything Furnished in the
Towel Supply Line*

SERVICE UNEXCELLED

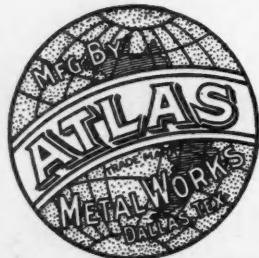
Phone 2-2736

FRED L. LAKE & Co., INC. Rubber Stamps

- STENCILS
- SEALS
- METAL
- CHECKS



1015 Elm St.
DALLAS



General Motors Exhibit to Help Revive Business

GENERAL Motors Corporation will open on Saturday, April 2, in the Automobile Show Building, State Fair grounds, the most complete exhibit of its kind ever staged in this city.

The showing in Dallas will be one of 55 similar displays held simultaneously in as many important cities of the United States during the week of April 2, through April 9.

Doors to the Automobile Show Building will open at 2:30 o'clock on Saturday afternoon, April 2. Each day thereafter the exhibit will be open from 10 a. m. to 11 p. m., excepting Sunday, April 3, when the doors will open at 2 p. m. Admission will be free to everyone.

A schedule of special days has been set up as follows:

- April 2—Opening day: Public schools and colleges massed bands.
- April 3—Neighboring towns' day.
- April 4—Civic and luncheon clubs' day.
- April 5—Automobile club day.
- April 6—Ladies' clubs and Parent Teachers' Association day.
- April 7—Police, firemen and safety day.
- April 8—Fort Worth day.
- April 9—Boy Scout and Girl Scout day; Fisher Body Craftsman's Guild day.

Sixty models of General Motors' cars and commercial vehicles, all recently introduced, will feature the exhibit. Included will be a representative number of Cadillac V-16's, V-12's and V-8's, La Salles, Buick Straight Eights, Oldsmobile Straight Eights, Oldsmobile Sixes, Pontiac V-8's and Sixes and Chevrolet Sixes, as well as General Motors and Chevrolet commercial vehicles.

The local exhibit committee is headed by W. E. Cabeen, zone manager of the Chevrolet Motor Company, as general chairman. Others on the committee are J. A. McDaniel, branch manager General Motors Truck Co.; Allen Wright, zone manager Buick Motor Co.; Raymond W. Foy, zone sales manager Buick Motor Co.; A. C. Williams, zone manager Olds Motor Works; T. H. Braden, zone manager General Motors Management Service; D. P. Wilson, general manager Prather Cadillac Co.; Jess Fourmy, sales promotion manager Beard & Stone; Robert Ewing, manager Delco Light Co.; J. P. Galloway, president Galloway-Fuess Co.; S. D. Braden, assistant zone manager Oakland Motor Car Co. This committee is supplemented by C. R. Halliday

of the General Motors Corporation, Detroit, as supervisor, and by H. C. Powell, regional sales promotion manager of the General Motors Acceptance Corporation, Dayton, assistant supervisor.

Fisher Bodies will be displayed on all car models shown, and Fleetwood Bodies on custom-built Cadillacs. In addition, Fisher will have an exhibit of its Guild work among the boys of America, in which 145,000 boys participated last year.

In the truck exhibit will be shown a representative group of the commercial vehicles produced by General Motors—G. M. C. trucks and Chevrolet trucks. In the G. M. C. exhibit will be shown for the first time the new light trailer, just introduced, and designed to accompany its light truck.

Although motor cars will form the principal feature of the exhibit, there will be other interesting General Motors products. The exhibit will include Frigidaire electric refrigeration, Delco electric fans and Delco vacuum cleaners, together with water system and electric lighting plants for farm homes. In addition, there will be a display of AC products, such as spark plugs, reflex lamps, oil filters and Remo chemical injectors.

These products will be shown in an unusual setting designed by leading display artists of America. And while they are being viewed, the visitor will have the pleasure of listening to Lou Harris and his Texans, one of the Southwest's most popular radio, recording and dance bands, well known in Dallas through their appearance at leading hotels and on radio stations.

♦

Night Schedule for United Air Lines

United Air Lines will begin operating the first passenger night flying service between Dallas and Chicago on April 1, W. H. Philp, district manager, announced here.

Tri-motored planes will leave here at 8:30 p. m. for arrival in Chicago at 6:30 a. m. Connecting plane service to New York, after a three-hour stop-over in Chicago, will take the passenger there at 4:54 p. m.

The trip between Dallas and Chicago will be 10 hours, compared with 26 hours by train, and between Dallas and New York 19 hours 24 minutes, compared with 42 hours 15 minutes by train.

The fare schedule will remain the same, Mr. Philp said.

BUYERS' INDEX

Accountants

Barrow, Wade, Guthrie & Co.

(Established 1883)

ACCOUNTANTS AND AUDITORS
Offices in the principal cities of the
United States, Canada and Europe

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711 Santa Fe Bldg.
Telephone 7-6259

HOUSTON, TEXAS
1421 Esperon Bldg.
Tel. Capital 6515

Awnings

*Best-Known
Known as the Best*

Largest and Oldest Awning
Company in Dallas



Dallas Tent & Awning Co.

3401 Commerce

7-2119

Blue Prints



Blue Prints



Bookbinders



Collections

ZUBER & ZUBER

Wholesale Collections

408 SANTA FE BLDG.

Established 1918

C. B. ZUBER

F. M. ZUBER

Engravers

Mason Engraving Co.

DALLAS

STEEL AND COPPER
PLATE ENGRAVERS
AND EMBOSSEERS
TO THE TRADE ONLY



Janitors' Supplies



THE DALLAS MAGAZINE, APRIL, 1932

New Aero Motor

(Continued from Page 27)

The open type injector which atomizes the fuel into the combustion chamber, is composed of three parts, the injector body, fuel pindle and spray nozzle, which are easily dismantled for inspection or cleaning. The fuel pindle is inserted in the spray nozzle and has three 1/64-inch grooves in its tapered end to converge the fuel directly to the .020" hole in the spray nozzle. The velocity of the fuel at full throttle, through this orifice, is approximately 807 feet per second, and requires a pressure of 2,000 pounds.

The concentric head of the piston is relieved to coincide with the injector and allow the fuel spray to penetrate into the combustion chamber. The single valve is centrally located and the sinuous manifold so designed as to cause the air to enter the cylinder in a whirling spiral motion on the suction stroke. The concentric head of the piston adds to this turbulence during the compression stroke.

The fuel is so injected into this turbulence within the cylinder, that the spray leaves slight deposits, showing a question mark spiral within the piston head pocket. Although after many hours of operating at different speeds, no appreciable amount of carbon was formed.

The sinuous manifold and valve port are so designed as to give the maximum air turbulence to the intake stroke, and at the same time, overcome the escape of exhaust gases through the front of the motor. The intake port opening forward that receives the air, is flared and set to the proper angle to utilize the maximum pressure of the slip stream. The exhaust port is to the rear and on the opposite side of the cylinder head. This was necessary to design the proper curve into the throat, or by-pass opening, to force the exhaust gases through the exhaust port. The air flow is continuous through the port until the exhaust gases are expelled. Then the velocity through the throat and around the vertical baffle is increased. Immediately the gases are started rearward and intake stroke draws the fresh air with its increased velocity around the baffle into the cylinder in a swirl.

The crank shaft, master rod assembly and crank case are of the conventional design used in radial aircraft motors, with an increase from seven to 10 per cent in weight to insure the factor of safety over the increased loads and pressures encountered in Diesel power. The motor operates with a compression pressure of 460 pounds, while the explosion pressure is well under 1,000 pounds. The vibrations encountered over the operating range, are a minimum and not greater than vibrations in other radial aircraft engines.

There is very little friction to be overcome in the operation of the throttle, and while acceleration is very rapid, it is not critical. There are no new problems to confront the operator other than the use of one control instead of the usual switch, throttle, spark and air-mixture levers.

BUYERS' INDEX

Insurance

No Argument!

"—a good agency to do business with"
"—and a good man to buy honey from"

John R. Hancock & Co.
205-6 Mercantile Bldg.
Phone 2-4543 Dallas, Texas
Member Chamber of Commerce

Labels



Photographers

HARRY BENNETT

COMMERCIAL PHOTOGRAPHER

(Successor to RAYMOND STUDIO)

2108 McKinney Ave. Phone 7-4906

We photograph anything anytime

Photographers

FRANK ROGERS

Photographs For All Purposes

712 ELM STREET

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Photostats

PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

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1912 N. St. Paul St. Phone 2-8067

Printers

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STEVENSON PRINTING CO.

First Class Printing
Steel Die Embossing
Copper Plate Engraving
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Typewriters

JOHN SCHWARZ

Phone 2-5708

Dallas
Typewriter
& Supply Co.
Standard and Portable
Typewriters



Typewriters



S. L. EWING

COMPANY

TYPEWRITERS

1606 Commerce

2-3026 Dallas

"**P** **LEASE DELIVER TO ME** **ONE TELEPHONE CALL »»**

. . . "I'd like it quickly, courteously, without error. I want it made exactly to the dimensions I am prescribing.

"When I get through with it, I want you to get ready to deliver another one on an instant's notice. I may not want it for an hour, or perhaps a week.

"It may be at noon or at midnight. It may be a call across the street, the state, the nation, or beyond. I can't tell now. But I want you to be ready whenever I do want it."

THAT is what, in effect, the telephone user says every time a telephone call is made. We sell no telephones. We sell no telephone equipment. Nothing to wrap up. Nothing which can be produced on a quantity basis.

We do provide and operate the machinery—whether manual or dial—so that the telephone user

can secure *intercommunication service*. For this is a business of rendering service in the form of telephone calls—a retail business.

It is obvious that telephone calls cannot be manufactured in quantity and stored for future use. Each must be "tailor made."

Each is a separate and distinct operation.

SOUTHWESTERN BELL TELEPHONE COMPANY





THE Beautiful Season of the Year—Springtime—is making life brighter and happier. Harper Standard Halftones faithfully reproduce the scenes painted by the skillful hand of Mother Nature. They catch the invigorating Spirit of Spring in your advertising cuts and other illustrations. Everywhere we see these wonderful pictures that gladden the heart, uplift the spirit and make the pathway of life more cheerful and easier to tread. They teach us that the Great Architect of the Universe takes just as much pains with the creation of the smallest flower as with the creation of a planet. When we see the myriads of rainbow-colored flowers everywhere we go, we wonder at the great variety, at their delicately tinted hues and at the marvelous perfection of each blossom—we wonder and wonder at the great love that prompted the creation of Springtime's garden for our enjoyment.

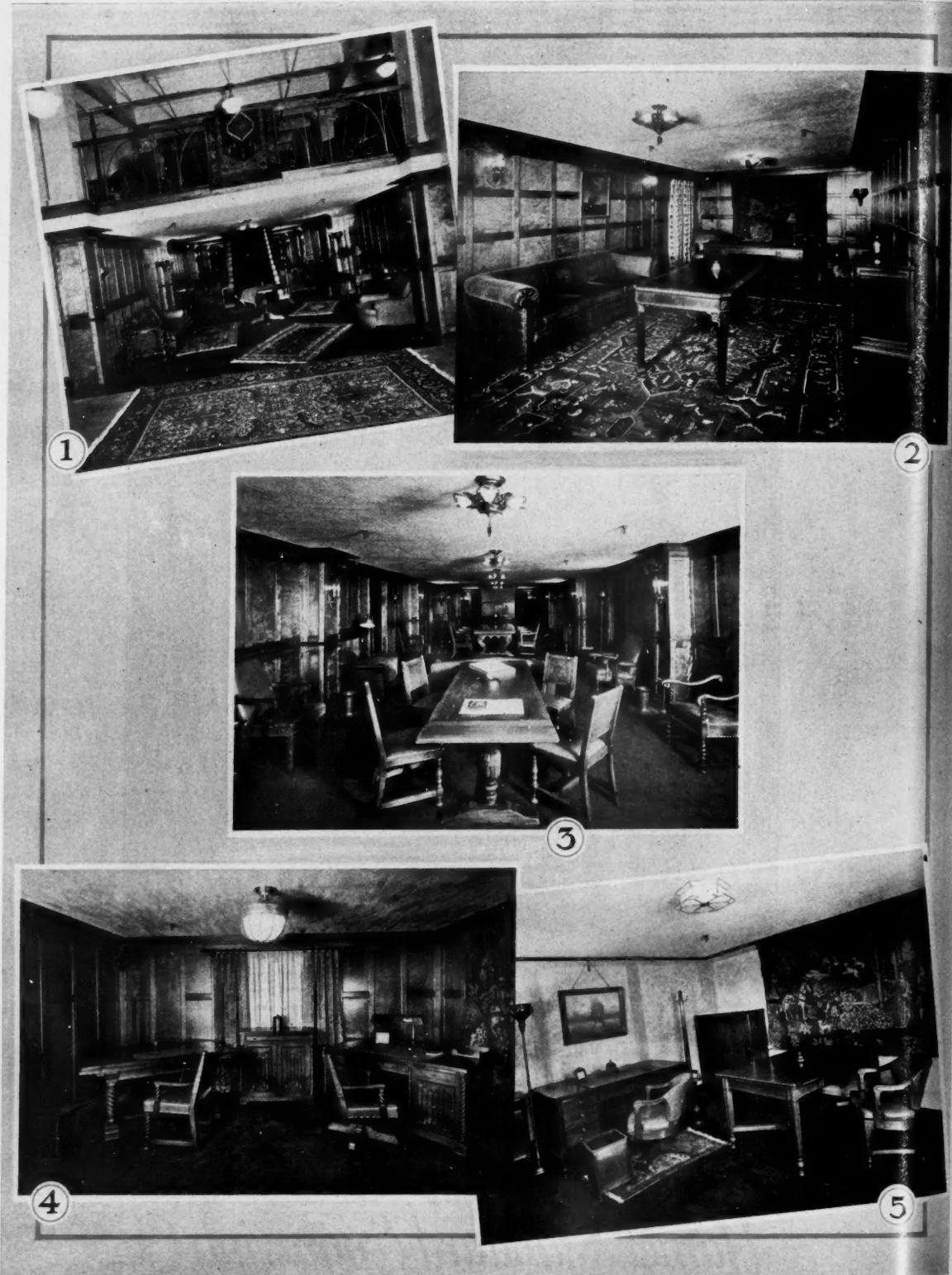
Harper Standard Engraving Co.

JACK HARPER, Manager

1615 Royal Street

DALLAS, TEXAS

Telephone 7-5385



A visit to our Office Furniture Salon, (illustrated above) will give you new ideas in regard to the value of the right kind of office appointments.

THE DORSEY COMPANY
MANUFACTURING STATIONERS » PRINTERS » LITHOGRAPHERS » OFFICE OUTFITTERS
Commerce « « « to Jackson » » » at Poydras

Y
TERS